



Summerside Residents Association

Event Sponsorship

Class A Events

Signature Event: Summer Carnival & Fireworks – Aug 9, 2024

Type: Family friendly. Regular guest rules.

Cost: \$3500 each.

Attendance: 3000

Multiple individual sponsors accepted up to maximum 3.

For exclusivity of this event please Inquire.

Event Name: Resident Appreciation Breakfast - July 6, 2024

Type: Resident only. Family friendly.

Cost: \$3000

Attendance: 800

Event Name: Sip and Sizzle – July 12, 2024

Type: Resident Only + 3 guests. Adult Only. Paid.

Cost: \$3,000

Attendance: 300

Event Name: Holiday Fireworks – December 14, 2024

Type: Family friendly. Regular guest rules.

Cost: \$2000

Attendance: 1000

Event Name: Summer Kick Off – June 22, 2024

Type: Family friendly. Regular guest rules.

Cost: \$1800

Attendance: 600

Event Name: Sno- Fest - February 10, 2024

Type: Family friendly. Regular guest rules.

Cost: \$1500

Attendance: 500

Event Name: Father's Day BBQ – June 8, 2024 **SPONSORED**

Type: Resident Only. Family friendly.

Cost: \$1,500

Attendance: 500

Event Name: Movie In the Park – July 20, 2024 **SPONSORED**

Type: Family friendly. Regular guest rules.

Cost: \$1500

Attendance: 500

Event Name: Easter Eggstravaganza – March 23, 2024

Type: Resident Only. Family friendly. RSVP

Cost: \$1,200

Attendance: 500

Event Name: Santa Photos – November 24, 2024

Type: Resident Only. Family Friendly. RSVP. Paid.

Cost: \$1000

Attendance: 200

Event Name: Sip and Skate – January 19, 2024

Type: Residents and guests. Family friendly/Adult. RSVP Paid.

Cost: \$1,000

Attendance: 200

Class A Benefits

Social Media Exposure

2 customized posts, 2 direct posts, pre event exposure, and post event thank you.

Program Guide Exposure

Full-page ad placement in online program guide in the quarter the event falls.

Facility TV / Website Exposure

2X Exposure

Ability to Attend

Up to 5 staff at the event.

Tent or booth allowed.

2-3 min mic time allowed if applicable.

Signage

Large signage allowed at multiple locations throughout park.



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Class B Events

Event Name: Mother's Day – May 4, 2024

Type: Resident Only. RSVP. Adult.

Cost: \$800

Attendance: 40

Event Name: Bark in the Park – June 15 & September 7, 2024

Type: Residents and Guests. Family Friendly.

Cost: \$600

Attendance: 200

Event Name: Rooftop Friday (7 / Year) – Please inquire

Type: Resident Only. RSVP. Adult.

Cost: \$250

Attendance: 60

Event Name: Haunted House – October 21-23, 2024

Type: Resident and guests. Family Friendly. RSVP

Cost: \$600 per day per sponsor

Attendance: 400 per day

Multiple individual sponsors accepted up to maximum 3.

For exclusivity of this event please Inquire.

Event Name: Ghouls Gathering – October 31, 2024

Type: Resident and Guests. Family Friendly

Cost: \$200

Attendance: 300

Event Name: Coffee Morning (Please inquire)

Type: Resident and Guests

Cost: \$180 Non-Peak / \$200 Peak Season

Attendance: Non- Peak Season 50 / Peak Season 200

Class B Benefits

Social Media Exposure

Pre-event exposure. Post event thank you on our social media with links to your webpage.

Program Guide Exposure

Quarter page ad placement in online program guide in the quarter the event falls.

Facility TV / Website

Exposure

1X Exposure

Ability to Attend

Up to 2 staff at the event. Ability to speak to residents individually.

Signage

Small signage allowed at one location in park.

The Summerside Residents Association depends on the support from sponsors to make our events the best they can be. Whether it's assistance with purchasing food, prizes, entertainment or even general costs of much larger events. Sponsorship of the SSRA puts your company's name in the minds of the community residents, their guests as well as future clients.

Contact 780-497-7558 Ext 2 or programs@lakesummerside.ca to confirm your sponsorship or to discuss opportunities.