



Summerside Residents Association

Event Sponsorship

Class A Events

Signature Event: Summer Carnival & Fireworks – Aug 7, 2026

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 4, 2026

Type: Resident only. Family friendly.

Cost: \$3000

Attendance: 800

Event Name: Sip and Sizzle – July 10, 2026

Type: Resident Only + 3 guests. Adult Only.

Cost: \$3,000

Attendance: 300

Event Name: Holiday Fireworks – December 12, 2026

Type: Family friendly. Regular guest rules.

Cost: \$2000

Attendance: 1000

Event Name: Summer Kick Off – June 20, 2026

Type: Family friendly. Regular guest rules.

Cost: \$1800

Attendance: 600

Event Name: Sno- Fest - February 7, 2026

Type: Family friendly. Regular guest rules.

Cost: \$1500

Attendance: 500

Event Name: Father's Day BBQ – June 6, 2026

Type: Resident Only. Family friendly.

Cost: \$1,500

Attendance: 500

Event Name: Movie In the Park – July 18, 2026

Type: Family friendly. Regular guest rules.

Cost: \$1500

Attendance: 500

Event Name: Drive In Movie – October 17, 2026

Type: Residents and guests. Family friendly. RSVP

Cost: \$1,300

Attendance: 300

Event Name: Easter Eggstravaganza – March 28, 2026

Type: Resident Only. Family friendly. RSVP

Cost: \$1,200

Attendance: 500

Event Name: Santa Photos – November 14, 2026

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

Cost: \$1000

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.



Summerside Residents Association

Event Sponsorship

Class B Events

Event Name: Mother's Day – May 2, 2026

Type: Resident Only. RSVP. Adult.

Cost: \$800

Attendance: 40

Event Name: Bark in the Park –September 5, 2026

Type: Residents and Guests. Family Friendly.

Cost: \$600

Attendance: 200

Event Name: Haunted House – October 19-21, 2026

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: Sip & Social (4/ Year) – Please inquire

Type: Resident Only. RSVP. Adult.

Cost: \$300

Attendance: 60

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.



Summerside Residents Association Event Sponsorship

Sponsorship Application

- There is an initial application period to sponsor events with a deadline of **November 1 – November 30** each year.
- After the initial application period, events will be awarded on a first come- first serve basis.
- If multiple applications are received to sponsor an event, there will be a random draw done to award the event to an applicant.
- If an applicant is successful, they will be removed from the draw for any other event that has multiple sponsor applications.
 - An exception to this would occur if multiple businesses apply to sponsor a specific event, but were all already awarded an event.
 - For example: Business A, B, and C already successfully applied to sponsor their first choice of event. They all had Seasons Celebration as their second choice, but Business D had yet to successfully win a draw. Business D would be the sponsor for Seasons Celebration. However, Business A, B, and C had all selected Sip and Sizzle as another event they are interested in. There would be a draw between Business A, B and C to award sponsorship of Sip and Sizzle.

Please list all events you are interested in sponsoring in priority order.

- If you would like to commit to sponsoring multiple events, please circle all events that you would want to commit to sponsoring if your application is successful.
- If no events are circled, the SSRA will assume you only want to sponsor 1 event, based on your listed order.

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____



Summerside Residents Association Event Sponsorship

I, _____, understand that my application to sponsor an event is binding and that if my application is successful, I have committed to financially compensating the SSRA in full, as per the costs of each event outlined in the Sponsorship Package. I also understand that my application can only be retracted during the initial application period by contacting SSRA Management directly, and receiving written communication confirming that the application retraction has been received. **Application retractions must be submitted by 5pm MST on November 30, 2025.**

Company Name: _____

Name: _____

Position: _____

Email: _____

Phone: _____

Signature: _____

Date: _____

☐ I would like to be contacted via _____ by SSRA Management to discuss my application further.

For more information call the SSRA office at 780-497-7558 Ext 2 or email programs@lakesummerside.ca