



**CRANSTON**  
RESIDENTS ASSOCIATION

## **CRANSTON RESIDENTS ASSOCIATION SPONSORSHIP OPPORTUNITIES**



The Cranston Residents Association (CRA) is a not-for-profit organization which manages assets owned by the Association for the benefit of Cranston residents. The CRA annual fees support maintenance of the Century Hall facility and seven acre outdoor park, programmed CRA events, activities, and the Cranston Connect website. The CRA also owns and maintains several decorative corners, the Art Park, the Windmill site and Cranston entry features. Benefits of membership include access to the Century Hall facility and outdoor park, and resident rates for CRA programs and events.

The CRA's mission is to improve the quality of life for residents and promote community spirit by offering amenities, facilities and programs in a financially responsible manner. Strategic sponsorship partnerships with local businesses allow CRA to deliver on its mission, while providing opportunities for awareness and connections for event sponsors.

Thank you for giving back to your community and for helping to make these events successful!

Family Movie nights occurs 10 times a year and have an average attendance of 150 people.

For Family Event substitutes in August and December see next page.

## Sponsorship Options

### EXCLUSIVE:

\$5000

- One year exclusive sponsorship
- Opportunity for onsite activation
- Logo & link featured in digital promotions
- Short promotional video can be played at Movie Night

### ANNUAL SPONSOR:

\$2500

- One year sponsorship
- Opportunity for onsite activation
- Logo & link featured in digital promotions
- Slide in Movie Night Pre-Event Slideshow

### SINGLE MOVIE SPONSOR

\$550

- Logo & link featured in digital promotion
- Slide in Movie Night pre-event slideshow





BIKE PARADE  
DOG WASH  
WINE & CHEESE  
MURDER MYSTERY  
3 ON 3 HOCKEY TOURNAMENT  
HOCKEY WITH HEROES  
FAMILY FUN DAY  
RIVERSTONE DATE NIGHT  
RIVERSTONE FALL FESTIVAL  
ICE CREAM SOCIAL  
CHRISTMAS THEATRE



## Sponsorship Options

### INTERNET PROMOTION

\$125

- Logo and weblink featured in digital promotions

### BANNER PROMOTION

\$250

- Event banner on site during event
- All benefits included with internet promotion level

### BOOTH PROMOTION

\$500

- Booth on site at event for activation
- All benefits included with banner promotion level

### EXCLUSIVE SPONSORSHIP

\$750-2000 depending on event

- Event name to include business name
- Exclusive sponsor, with first right of refusal for following year's event
- All benefits included with booth promotion level

### CUSTOM & IN-KIND SPONSORSHIP

Contact us for information about sponsoring an activity or providing supplies and/or volunteers.



EASTER EGGSTRAVAGANZA  
TAKE MUM TO TEA  
SAFETY EVENT  
CRANSTON CELEBRATES DADS  
FAMILY HARVEST FEST  
HALLOWEEN  
CHRISTMAS BAZAAR  
CELEBRATE THE SEASON



## Sponsorship Options

### INTERNET PROMOTION

\$250

- Logo and weblink featured in digital promotions

### BANNER PROMOTION

\$500

- Event banner on site during event
- All benefits included with internet promotion level

### BOOTH PROMOTION

\$750

- Booth on site at event for activation
- All benefits included with banner promotion level

### EXCLUSIVE SPONSORSHIP

\$1000-3000 depending on event

- Event name to include business name
- Exclusive sponsor, with first right of refusal for following year's event
- All benefits included with booth promotion level

### CUSTOM & IN-KIND SPONSORSHIP

Contact us for more information about sponsoring an activity or providing supplies and/or volunteers in exchange for promotion.

With an anticipated attendance of 6000 people, Cranston's Stampede Breakfast is our largest event of the year! Residents and the general public are welcome to grab their cowboy hats and head on down to Century Hall for a Stampede Breakfast to remember! Complete with everything to entertain all ages on this fine stampede day, our breakfast will include: face painting, petting zoo, bouncy castles, line dancing, professional ropers, music....and of course pancakes, pancakes and more pancakes!



## ANNUAL STAMPEDE SPONSORSHIP SHOWDOWN

For a minimum sponsorship of \$1,000, you can enter a team in the Cranston Stampede Sponsorship Showdown. Your three person team will compete in a Stampede Breakfast style relay race! One member will mix the batter, the next will cook the pancakes, the third will eat as fast as they can. This is your chance to be the centre of attention!

Challenge your business competition to join you in this main stage event!





## \$1000

- Opportunity to enter a team in our Stampede Sponsorship Showdown
- Large table to promote products and services in a prime location
- Free Prize Draw allowed at your table
- Banner displayed in prime location for the duration of the event
- Logo on all promotional materials and event advertisements including: social media, website, email newsletter, print community newsletters
- Verbal recognition at event
- Logo on breakfast table signage
- Large banner logo on our sponsor board at Welcome Table
- Logo on our lobby slideshow for two months

## \$750

- Large table to promote products and services
- Free Prize Draw allowed at your table
- Logo included on digital promotional materials and event advertisements
- Verbal recognition at event
- Logo on breakfast table signage
- Medium banner logo on our sponsor board at Welcome Table
- Logo on lobby slideshow for two months
- Banner displayed for the duration of the event

## \$500

- Small table to promote one product or service
- Logo on digital promotional materials and event advertisements
- Verbal recognition at event
- Logo on breakfast table signage
- Small banner displayed for duration of the event
- Logo on our sponsor board at Welcome Table

## \$250

- Small table to promote one product or service
- Logo on digital promotional materials and event advertisements
- Verbal recognition at event

# PARADE OF GARAGE SALES

\$50

- Logo & weblink featured in digital promotions

\$100

- Logo displayed on printed copies of the Garage Sale Map

\$250

- Logo included on signs distributed to participating homes

# FAMILY MOVIE NIGHT SLIDESHOW

\$25/movie night

- Slide in Movie Night Pre-Event Slideshow

# HOME HUB

8½ x 11 Display Area + Business Card

1 month: \$50

6 month: \$275

12 month: \$500

Business Card Area Only

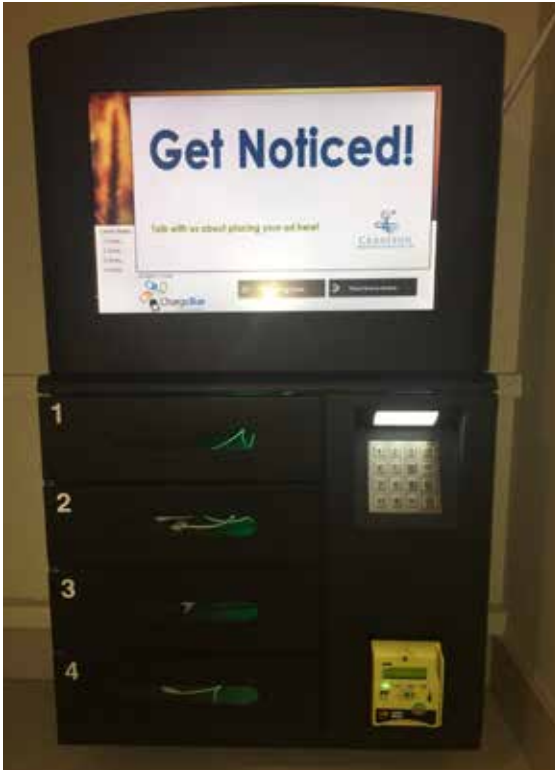
1 month: \$20

6 month: \$110

12 month: \$200



# Get Noticed!



## ONSITE AT CENTURY HALL

Electronic Advertising

(Cell Phone Charging Station & Lobby TV Promotions)

Seasonal Rates (3 months)

1 Full Slide: \$70

1/2 Slide: \$40

1/4 Slide: \$25

Cross promotion available. For an additional \$10 a month a 1/2 slide will also be displayed at the New Brighton Club.



Cranston Residents Association  
11 Cranarch Road SE  
Calgary, AB T3M 0S8

[www.cranston-connect.com](http://www.cranston-connect.com)



ALWAYS BE IN THE KNOW—FOLLOW US ON  
FACEBOOK - [www.facebook.com/CenturyHallCranston](http://www.facebook.com/CenturyHallCranston)  
TWITTER- @centuryhall  
INSTAGRAM- [www.instagram.com/cranstoncenturyhall/](http://www.instagram.com/cranstoncenturyhall/)