



CRA Sponsorship Package 2010-11



CRANSTON RESIDENTS ASSOCIATION

Sponsorship Benefits

About Cranston Residents Association

The Cranston Residents Association (CRA) is a private, not for profit organization that owns, maintains and manages common facilities and features in the community. The doors of Century Hall were officially opened on December 16, 2009. Century Hall is a 22, 000 sq. ft. facility that plays host to a wide variety of programs & events all year round. Memberships to the CRA are automatic and mandatory with the purchase of a home in Cranston.

Benefits of Cranston Residents Association Sponsorship

- The community of Cranston has now reached over 3586 occupied homes. By sponsoring events at the CRA, you will increase exposure of your organization to a very large population.
- Only residents of Cranston have access to the Cranston-Connect website. By sponsoring the CRA you are able to expose your business to a market that is otherwise inaccessible to the general public. An average of 1000 Cranston residents logon to the website every month.
- CRA and Century Hall have only been in operation for less than a year. This is an opportunity for you to open a new window of exposure that has not been tapped into by other organizations.
- Your presence at CRA events further demonstrates your commitment and support to the community in the eyes of thousands of Cranston residents.



CRANSTON RESIDENTS ASSOCIATION

Potential Exposure for your Company

- Your company logo in our program guide. This quarterly published guide is available for download on our website and is also in the display case at the Residents Association building (Century Hall)
- Your company logo on our sponsors page at www.cranston-connect.com
- Your company logo on the big screen display TV at Century Hall
- Mentions and Thank You's to your company via our announcements section on www.cranston-connect.com
- Your company logo and Thank You's in local newsletters. Opportunities include SE Happenings, Cranston/Auburn Bay Newsletter, Cranston Suburban Journal etc.
- Your company logo on any print media that is distributed to promote events within Cranston
- Your company sign or banner at events hosted by Cranston Residents Association

*****Other means of exposure may become available depending on the types of events held and promotional opportunities that arise.**

CRANSTON RESIDENTS ASSOCIATION

Sponsorship Guidelines

Cranston-Connect Website exposure (Sponsors Page)

All sponsor logos will be the same size on this page, no matter what the financial contribution.

Program Guide exposure

All sponsor logos will be the same size in this document, no matter what the financial contribution.

Century Hall Big Screen Exposure

It is likely that higher level financial sponsors will get larger logos on the big screen.

Event Exposure

Sponsors must provide their own sign or banner with their logo on it for exposure at events. The size of your sign or banner must be approved by the Program & Events coordinator to ensure it is within range of other companies logos. Sponsors will not be divided by levels of sponsorship at events, they will be displayed at the events in no particular order.

Mentions/Thank you's on Website

These will not include the sponsors logo, it will be a simple write up or thank you simply stating the sponsors' name and not displaying their logos.

CRANSTON RESIDENTS ASSOCIATION

2010-11 Event Schedule

September 2010 4 on 4 Ball Hockey Tournament Saturday, September 25	October 2010 Halloween Party/Pumpkin Carving Contest Saturday, October 30
November 2010 Health & Wellness Fair Saturday, November 20	December 2010 Home-based Business Fair—Saturday, Dec 11 Skate with Santa—Saturday, Dec 18
January 2011 January Winter Event TBD	February 2011 3 on 3 Hockey Tourney - Saturday, Feb 5 Valentines Day Skate—Monday, Feb 14
March 2011 Family Easter Party TBD	April 2011 Family Movie in the Gym TBD
May 2011 Mother's Day—Mommy Fair TBD	June 2011 Fathers Day Event TBD
July 2011 Stampede Lunch TBD	August 2011 Movie in the Park TBD

CRANSTON RESIDENTS ASSOCIATION

Contact Information

Blain Ford

Program & Events Coordinator

11 Cranarch Road SE

Calgary, Alberta T3M 0S8

Phone/Fax: 403.781.6614

Email: pc@cranstonresidents.ca

www.cranston-connect.com

CRANSTON RESIDENTS ASSOCIATION

Sponsorship Application

Dollar amount you would like to contribute to Cranston Residents Association: \$ _____

Channels of Exposure Provided by the CRA (to be completed by the Program/Events Coordinator)

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Business name: _____

Contact person: _____

Address: _____

City/Town: _____

Postal Code: _____

Phone: _____

Alt Phone: _____

Fax: _____

Email: _____



Signature: _____ Date: _____

Please fax the completed form to Cranston Residents Association: 403.781.6614.

**If you have any questions regarding the completion of this form contact
Blain Ford (Program & Events Coordinator) at 403.538.9826 ext 102.**