



## 2024 Sponsorship Package

Below are available opportunities for Nutana neighbours and friends to support, contribute, and sponsor various projects and programs that the Nutana Community Association (NCA) has on the go and will be delivering in 2024 and years to come.

We have developed pre-packaged sponsorship options depending on the contribution and support you are looking to provide. If none of these pre-packaged options work for you, please contact the NCA Vice-President at [vice-president@nutana.ca](mailto:vice-president@nutana.ca) and we will work with you to develop a sponsorship opportunity that suits you best.

### **Option 1: Park Infrastructure**

*Outline:* The NCA is offering the opportunity to turn your \$3,000 sponsorship into \$28,000 in park infrastructure upgrades to Massey Park in Nutana. Massey Park is located on 9th Street between Lansdowne and Albert Avenues. The NCA has access to \$25,000 in funding for the park if we can secure \$3,000 in donations and/or sponsorship before February 1, 2024. The work and upgrades to the park will be completed in the spring of 2024. We are looking for a sponsor to help us achieve this park infrastructure milestone.

*Recognition:* The sponsor of the Massey Park infrastructure upgrades will have their name on recognized in the park. Additionally, all sponsors will be recognized on our social media platforms and in our newsletter that gets delivered to all mailboxes in the Nutana community.

*Financial Commitment:* Complete sponsorship of the Massey Park upgrades is \$3,000. The opportunity is available to support these upgrades with a sponsorship of a portion of the \$3,000 if that is preferred or to commit to sponsorship of the full amount over two years.

### **Option 2: Nutana Notable Neighbour Award Sponsorship**

*Outline:* Throughout the year the NCA accepts nominations for our Nutana Notable Neighbour (NNN) Awards. The NNN Awards are available to Nutana residents and patrons that make the neighbourhood a better place to live, work, and enjoy. The NCA wants to provide NNN award recipients for each year the opportunity to direct a \$100 donation to the charity or non-profit organization of their choice.

*Recognition:* The sponsor of the NNN awards will receive their name and logo on the marketing materials for the awards as well as the NNN certificates presented to the recipients. Additional recognition will be shared on our social media platforms and recognition in our newsletter that gets delivered to all mailboxes in the Nutana community.

*Financial Commitment:* The financial commitment required to support the NNN Awards and receive all of the recognitions outlined above is \$600.

### **Option 3: Programming Sponsorship**

*Outline:* The NCA hosts a full slate of indoor and outdoor programming. These programs include youth soccer, yoga, taichi, guitar, muscle sculpt, spike ball, knitting, gardening, kick sledding, snowshoeing, and many others. All programming pays instructors and facilitators and provides the necessary equipment and facilities. Each program also has the ability to provide cost-as-a-barrier support to ensure that everyone in our community has access to programming no matter their financial situation. Our commitment to providing these programs and ensuring equal access to participation means that we often run these programs at a deficit. Sponsorship of programming also allows the NCA Programming Coordinator the opportunity to experiment with new and emerging programs which support the sustained growth of our program offerings.

*Recognition:* The sponsor of the annual programming will receive their name and logo on the registration page of the NCA website, recognition on our social media platforms, and recognition in our newsletter that gets delivered to all mailboxes in the Nutana community.

*Financial Commitment:* The financial commitment required to support one year of our annual programming is \$2,500.

### **Option 4: Movie in the Park Sponsorship**

*Outline:* The NCA is seeking a sponsor for a Movie in the Park in Nutana. This movie would be a free outdoor movie for the community. The movie in the park will be appropriate for community residents of all ages and will take place in 2024.

*Recognition:* The sponsor of this event will receive naming rights for the movie in the park, their logo on advertising materials for the movie, recognition on our social media platforms, and recognition in our newsletter that gets delivered to all mailboxes in the Nutana community.

*Financial Commitment:* The financial commitment required to support the Movie in the Park and receive all of the recognitions outlined above is \$2,000.

### **Option 5: Open Streets Project**

*Outline:* The NCA recognizes the benefits of an “Open Streets” program where streets are temporarily closed to vehicle traffic and open to people of all ages, abilities, and backgrounds to come out and enjoy the space and increase their activity while simultaneously building community. The NCA is looking forward to supporting blocks and groups of families in hosting a summer of Open Street events throughout Nutana in 2024. The NCA has developed kits for supporting Open Street events and is seeking a sponsor who will support families and groups in covering the permit costs for temporarily closing a street.

*Recognition:* The sponsor of this project will receive their logo on advertising materials for all of the Open Street events, recognition on our social media platforms, and recognition in our newsletter that gets delivered to all mailboxes in the Nutana Community.

*Financial Commitment:* The financial commitment required to support the entire summer of Open Street events throughout Nutana in 2024 is \$750.

#### **Option 6: Annual Event Sponsorship**

*Outline:* The NCA hosts annual events each year for the community. These events include Sweep Into Spring, Pumpkins in the Park, family movie at the Broadway Theatre, Broadway Street Fair, and others as funding allows.

*Recognition:* This sponsor option will provide the sponsor with naming rights for all events, their logo on advertising materials for the events, recognition on our social media platforms, and recognition in our newsletter that gets delivered to all mailboxes in the Nutana community.

*Financial Commitment:* The financial commitment required to support the entire slate of annual events and to receive all of the recognitions outlined above is \$2,500.