



SPONSORSHIP PACKAGE

WHERE COMMUNITY CONNECTS

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Summer Camps:
July & August

2020

Summer Market: Aug 9

THIS PACKAGE IS YOUR INVITATION TO BECOME A STRATEGIC COMMUNITY PARTNER.



Organized by the community for the community, the Summer Bash has grown to be one of Regina's largest summer festivals and community celebrations. So much more than a one-day event, the Summer Bash hopes to foster a stronger sense of community as we celebrate our diversity and build connections with our neighbours and the businesses and organizations that operate nearby.

We are excited to discuss our partnership opportunities with you. Each year we look at expanding our efforts to demonstrate the value we can offer your organization. We know that there are various demographics that we attract with our various events and at least one event that aligns with your business objectives.

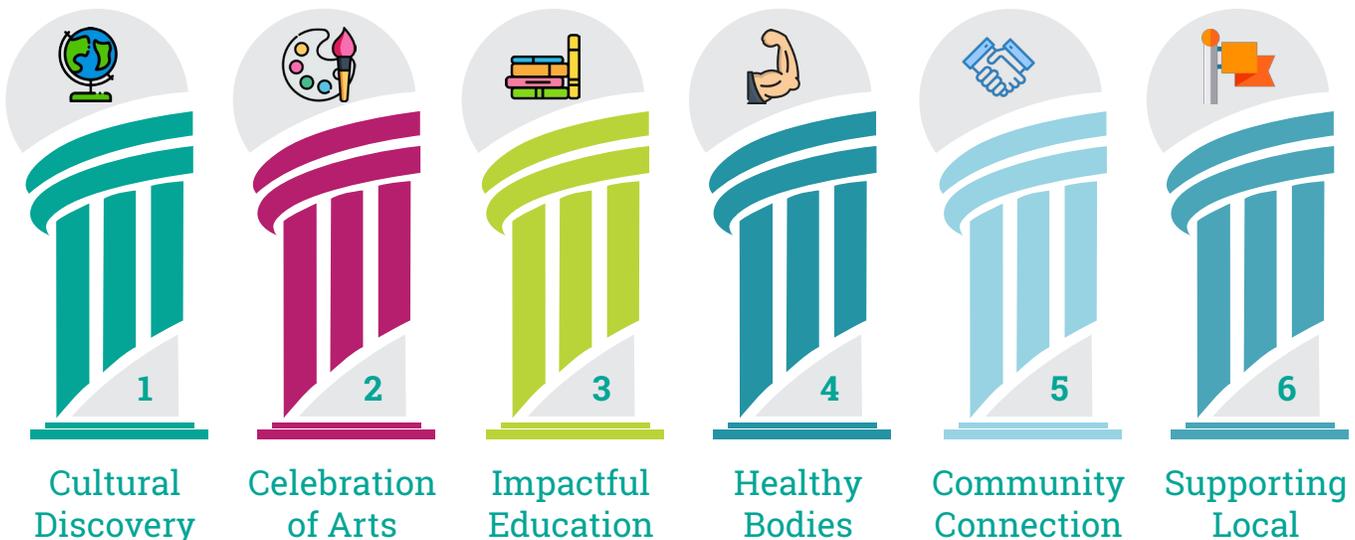
We continue to expand our multicultural and indigenous connections and programming at all our events. We acknowledge that we are on Treaty 4 land, and it is our privilege to recognize the enduring presence of Indigenous people on this land that we all share. We openly welcome new Canadians with open arms and have created unique opportunities for engagement such as Regina's first-ever outdoor Bollywood movie night.

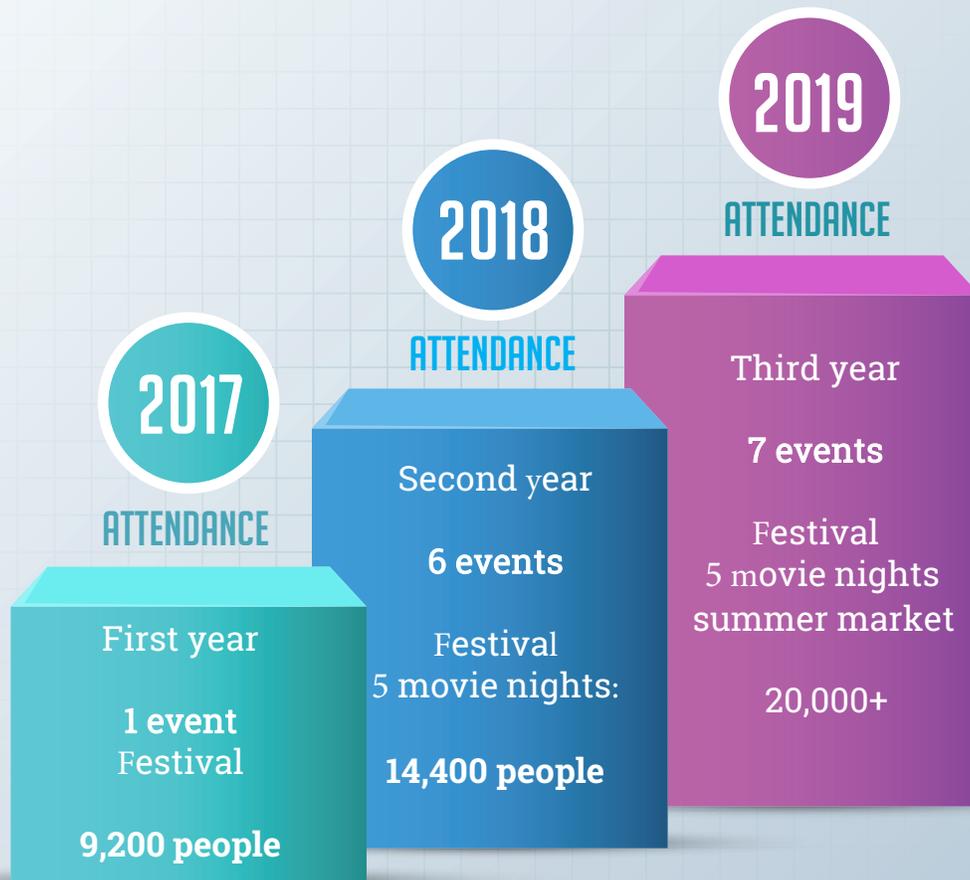
The Summer Bash board is volunteer led, that involves hundreds of people each year. We were incorporated under the umbrella of the Albert Park Community Association; however, our focus remains on hosting events for all citizens of Saskatchewan.

At the heart of all our decision making, we believe in building from our six foundational pillars that allow us to activate spaces that truly connect our community. The pillars are Cultural Discovery, Celebration of Arts, Impactful Education, Healthy Bodies, Community Connection, Supporting Local. We are focused on making a difference in our community and can only accomplish with your support. This package outlines our standard offerings, but we are open to a conversation and being creative in how we can get you involved.

Looking forward to chatting soon,

Adam Hicks
Board Chair





KEY MILESTONES AND DATES

Publicity includes over 1,000,000 impressions on social media, up to 20,000 people respond to our events, over 30,000 page views a year on the website, 30,000 professional full-size flyers delivered in the city, 5,000 event guides handed out at the events, 300 community signs and billboards, hundreds of radio ads, and numerous news stories across the South province.

2020 Events - A response during COVID-19:

The world sure has changed. Now more than ever is it important to provide hope, joy, and connection to our community. Our committee is working hard to develop a summer of exciting events.

Drive-In Movie Nights:

Stay tuned for final details but looking at starting Saturday, June 20th and running every Saturday for the entire summer. There is a separate Movie Night Sponsorship Package.

Virtual Summer Camps:

Planning three unique virtual summer camps running in July and August. Families will receive a package the week before with all the supplies. Over 20 hours of programming in the week will take place. An example of a day will have children building their own drums, learning from a local musician on how to play, and then learning from an elder on the significance of drums in indigenous culture.

Summer Market:

This event will be modified for 2020 and currently still planned for August.



Start a conversation with us: info@summerbash.ca <<

Virtual Summer Camp Sponsorship

Become involved with a unique opportunity. Supporting families during the COVID-19 crisis, we hope to bring some joy into the homes of hundreds of families. Creating packages that will have all the week long supplies for children, these events are sure to be popular during the 2020 summer!



Support Benefits are

\$1,000

- » Small company logo on website and advertising such as flyers, signage and more.
- » Inclusion in at least one social media post.
- » Visible access during the camp.

Title Benefits are

\$5,000

- » All branding rights to the events.
- » Included in all marketing.
- » Large company logo on website and advertising such as flyers, signage and more.
- » Company items can be included in the camp packages delivered straight to family homes.
- » Company profile writeup included on website.
- » Social media video and Facebook Live video with our team. Videos have reached tens of thousands in the past.
- » Speaking opportunity during the camps. Opportunity to host your own session with your employees.
- » Cross promotion through our other events as we advertise these exciting opportunities during the Drive-In Movie Nights and other events.

SUMMER MARKET TITLE SPONSOR



One Year name partner:
\$15,000

Sign a Three-Year Partnership
Deal and the value is

\$10,000
PER YEAR.

Partner Level sponsorships
are available for \$1,000.

This level of partnership gets you signage at the event, a feature in our event guide that will be handed to all citizens in attendance, wide-recognition

The Summer Market is becoming one of the largest Saskatchewan showcases of makers, local businesses, locally grown artisans. Our first standalone event in 2019 was an outstanding success and to continue this growth; we are reaching out for strategic partners. The 2020 event is set for Sunday, August 9th, from 10:00 am to 5:00 pm at the South Leisure Centre.

We had close to 120 organizations involved in 2019, and our target for 2020 is to exceed 200 vendors onsite following the success of 2019. A third of our vendors completed a survey ranking their overall satisfaction at 91% with

Excellent or Very Good. The other 9% selected neutral. 89% of our vendors selected that they will attend our event in 2020. Based on the average sales reported in the survey, close to \$80,000 of sales went to local artisans and owners. Attendance also was estimated to be over 5,000 citizens (3,800 through the front parking lot counted, and approximately 1,500 came from the East side of the park and the walkways)

Our reach will only continue to expand, and projections are to attract over 10,000 citizens to the Summer Market this year. We will focus everything on our target

demographic. The demographic is those over 40 years old, financially secure, supporters of shopping local, and many are seniors that have the income and ability to support local.

Your Name Here



» Apply for a partnership: www.SummerBash.ca



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Start a conversation with us: info@summerbash.ca ⏪