

SPONSORSHIP

Opportunities

2024/2025



ROCKLAND  PARK
Homeowners Association

90 Rowley Way, NW
www.rocklandpark-connect.com

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About Us.

Rockland Park is a stunning Brookfield Residential **master-planned community** perched on an escarpment that frames views of the river valley and mountains, located in Calgary, Alberta. Launched in 2021, it is set to become one of **Calgary's most desirable neighborhoods**, thoughtfully designed to appeal to all generations. With plans for **over 3,000 homes**, Rockland Park is premediated to be a vibrant, inclusive community **where everyone feels at home.**

Designed to elevate resident's quality of life, the Rockland Park Homeowners Association (RPHOA) is a **not-for-profit** catalyst for a four-season recreational lifestyle, amplified by a **sense of belonging and connection with nature, neighbours and the community.** The professionally managed **lifestyle centre**, the Lodge and the surrounding four-acre park is an **exceptional gathering place for all ages** to enjoy a variety of events, programming, clubs, activities, and recreation experiences!



**Future
Population**
8,900



**Planned for
Over 3,000
Homes**



**Over 15,000
Visitors
Each Year**



**4,750 Sq ft
Facility &
4 Acre Park**

Why Sponsor?



Exclusive Opportunities

Only Rockland Park HOA sponsors will receive **exclusive advertising opportunities** such as website logo space, Facebook spotlights, newsletter recognition, amenity naming rights, and so much more!



Brand Awareness

Selecting one of our carefully curated sponsorship packages will increase your company's **brand visibility and recognition** among residents.



Community Engagement

Make **real connections with all ages!** Supporting the Rockland Park HOA fosters a positive relationship with the community, enhancing your image as a community-oriented business.



Targeted Marketing

Sponsoring the Rockland Park HOA is the easiest way for **target marketing** efforts to **reach potential customers** who live in the community.



Networking

Sponsorship can provide networking opportunities with residents, HOA board members, and other local businesses, potentially leading to **new business relationships and partnerships**.



Trust & Credibility

Being associated with the Rockland Park HOA will **enhance your reputation**, increasing resident's perception of your **reliability and trustworthiness**.



Positive Social Impact

Your sponsorship will contribute to the overall **well-being of the community** and **local economy** by supporting events, amenities, and services that benefit residents.



Event

- Promotional Booth
- Banner Display
- Logo on Event Promotional Materials
- Branded Handouts
- Newsletter Shout-out
- E-Newsletter Feature



Branding

- Naming Rights
- Signature Annual Event
- Amenity Name in Published Materials
- Custom Plaque with Logo
- Named Concession & Cabanas
- Branded Handouts



Advertising

- Rink Board Advertising
- Social Media Advertising
- Olympia Advertising
- Website Advertising
- Message Board Ads
- Lodge TV Ads
- Bathroom Stall Ads
- Facebook Live Interviews
- Program Guide Ads

www.rocklandpark-connect.com

The Rockland Park Homeowners Association proudly offers a comprehensive **threefold sponsorship program** designed to maximize your business's **exposure and engagement** within our vibrant community. Our program includes distinct opportunities for **advertising, branding, and event sponsorship**, each meticulously crafted to cater to the unique needs of our sponsors.

Additionally, RPHOA offers **exclusive sponsorship packages** that combine these elements, providing a versatile approach to reaching our residents. Whether you seek to **enhance your brand's visibility, drive targeted marketing campaigns, or create memorable experiences through event sponsorship**, our tailored packages ensure your business achieves its goals while making a positive impact on the community.









Our Platforms



Event Sponsorship



Each year the Rockland Park Homeowners Association proudly offers an array of **special community events** to **connect** residents with the **community and each other!** A vital key to the success of these events is support from sponsors who want to **give back to the community** while **connecting their company with residents.** Sponsoring RPHOA events **increases your brand visibility among a target audience** while enhancing your **company's reputation and demonstrating commitment to community.** The RPHOA offers several event sponsorship opportunities to ensure **inclusive involvement for business of all sizes and needs.**

Individual Events	Product / Services	Packages
 2 Mths Prior to Event	 2 Mths Prior to Event	 Annual
 Customized Price / Event	 Customized Price / Event	 3 Available Tiers
<p>With several options to choose from, companies can carefully select to sponsor an event that attracts their target market. Purchasing individual event sponsorship provides the following:</p> <ul style="list-style-type: none"> Booth at event to promote your company Company logo on all event promotional materials Banner displayed at event* Newsletter message of appreciation Website & Socials "thank you" E-Newsletter "thank you" Verbal mention during the event <p>*If provided</p>	<p>RPHOA events require a variety of supplies to host events, such as craft supplies, entertainment, food, and drinks! Donating the same value of product or service as the cost of the individual event sponsorship will provide your company with the same recognition:</p> <ul style="list-style-type: none"> Booth at event to promote your company Company logo on all event promotional materials Banner displayed at event* Newsletter & E-newsletter message of appreciation Website & Socials "thank you" Verbal mention during the event 	<p>Why sponsor one event, when you can sponsor several? RPHOA offers three annual event sponsorship tiers to maximize your company's exposure and community involvement! Complete details for each of these packages are outlined on page 9.</p> <p>Explorer Pkg - 11 Events \$2,500</p> <p>Adventurer Pkg - 7 Events \$2,000</p> <p>Trail Blazer Pkg - 4 Events \$1,500</p>



One Magical Night

Date TBD: 6:30pm–7:30pm

Expected Attendance: 60

Ⓢ **\$200**

Families will be dazzled as they watch a live magic show, enjoy freshly popped popcorn, and savour sweet treats!



Santa's HoHoHo Post

Nov 18, 2024 - Dec 18, 2024

Expected Participation: 150

Ⓢ **\$100**

Children will love creating their special wish list for Santa, to receive a very personalized response!

Merry Makers Market

Dec 7, 2024: 10am–3pm

Expected Attendance: 1,200

Ⓢ **\$650**

Open to the public, this Christmas craft market is the perfect place for shoppers to find unique gifts for their loved ones while supporting local artists! Partnering with the Tuscany Residents Association Christmas Craft Market, crowds should be plentiful!

Passport to the Holidays

Dec 8, 2024: 10am–2pm

Expected Attendance: 800

Ⓢ **\$450**

Explore a variety of stations featuring games, activities, and crafts showcasing holiday traditions from countries around world, including a special photo opportunity with Santa!





Fire & Friends Fridays - Jan

Jan 10, 17, 24, & 31: 6pm-7pm

Expected Attendance: 60/night

Ⓢ **\$300**

Residents are invited to join the HOA ambassadors to learn how to make delicious campfire treats over a campfire while meeting new friends!

RPHOA Winter Olympics

Jan 18, 2025: 1pm-3pm

Expected Attendance: 200

Ⓢ **\$350**

Residents will compete in a variety of sports vying for the gold medal!

Fire & Friends Fridays - Feb

Feb 7, 14, 21, & 28: 6pm-7pm

Expected Attendance: 60/night

Ⓢ **\$300**

Residents are invited to join the HOA ambassadors to learn how to make delicious campfire treats over a campfire while meeting new friends!

Sweetheart Card Studio

Feb 8, 2025: 1pm-4pm

Expected Attendance: 156

Ⓢ **\$250**

Join the RPHOA ambassadors to craft unique valentines for your loved ones using a variety of supplies!

Lounge at the Lodge

Feb 15, 2025: 7pm-10pm

Expected Attendance: 94

Ⓢ **\$375**

Enjoy live music at the Lodge while sipping your favourite beverage of choice and savouring a charcuterie & s'more board!

Puppet Stuff!

Mar 9, 2025: 2pm-3pm

Expected Attendance: 60

Ⓢ **\$200**

Puppet Stuff is sure to entertain with their whimsical puppet show!






Event Sponsorship Packages

The Rockland Park Homeowners Association has designed three special event sponsorship packages to provide companies with **maximum exposure during a variety of events!** Companies will receive the following, for each event selected within their package:

- Booth at event to promote your company
- Company logo on all event promotional materials
- Banner displayed at event*
- Newsletter message of appreciation
- Website & Socials "thank you"
- E-Newsletter "thank you"
- Verbal mention during the event

Number of events included, annual package price, and additional recognition is listed below for each package.

<div style="background-color: #4F7942; color: white; padding: 5px; text-align: center; font-weight: bold; font-size: 1.2em;">Explorer Pkg</div> <div style="background-color: #C8513E; color: white; padding: 5px; text-align: center; font-weight: bold; font-size: 0.8em; margin-top: 5px;">Only 2</div>  <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="font-weight: bold;">All 10 Events</div> </div> <div style="display: flex; align-items: center; margin-top: 15px;"> <div style="font-size: 2em; margin-right: 5px;">\$</div> <div style="font-weight: bold; font-size: 1.2em;">\$2,800</div> </div> <ul style="list-style-type: none"> 1, 3' x 6' Rink Board Ad 1, Complimentary Facility Rental for Team Event Recognized as Top Event Sponsor on website with logo circulating on the banner 1, Facebook Feature Spotlight TV Ad, 5 Mins/Hr 	<div style="background-color: #4F7942; color: white; padding: 5px; text-align: center; font-weight: bold; font-size: 1.2em;">Adventurer Pkg</div> <div style="background-color: #C8513E; color: white; padding: 5px; text-align: center; font-weight: bold; font-size: 0.8em; margin-top: 5px;">Only 3</div>  <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="font-weight: bold;">7 Events of Choice</div> </div> <div style="display: flex; align-items: center; margin-top: 15px;"> <div style="font-size: 2em; margin-right: 5px;">\$</div> <div style="font-weight: bold; font-size: 1.2em;">\$2,200</div> </div> <ul style="list-style-type: none"> 1, 3' x 3' Rink Board Ad Logo circulating on website banner 1/4 Page Program Guide Ad 1, Facebook Feature Spotlight TV Ad, 3 Mins/Hr 	<div style="background-color: #4F7942; color: white; padding: 5px; text-align: center; font-weight: bold; font-size: 1.2em;">Trail Blazer Pkg</div>  <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="font-weight: bold;">4 Events of Choice</div> </div> <div style="display: flex; align-items: center; margin-top: 15px;"> <div style="font-size: 2em; margin-right: 5px;">\$</div> <div style="font-weight: bold; font-size: 1.2em;">\$1,800</div> </div> <ul style="list-style-type: none"> Logo circulating on website banner 1, Facebook Feature Spotlight Message Board Ad
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Note: Industry exclusivity will be considered for companies signing a 3 year event sponsorship agreement.



BRAND

Branding Opportunities


Rockland Park Homeowners Association branding sponsorship is a **strategic investment** in **long-term brand building and community integration**. This sponsorship will provide **prominent brand exposure**, ensuring your company's name is **consistently visible to a broad audience**, enhancing **brand recognition and recall**. Associating your company with the Rockland Park Homeowners Association will also **improve your company's image and credibility**, aligning it with **positive community values and prestige**. Act fast to snatch up one of these amazing opportunities, as very **limited quantities** are available!



Only 6

Cabana Naming

 **5 Year Term**

 **\$2,000/Year**

Purchase the naming rights of one of RPHOA's stunning private cabanas that will be rented by up to 3 different families each day over the summer months! Your sponsorship will include:


- A customized name plate with your company's name and logo on the cabana
- Your amenity's name published in a variety of marketing materials, annually
- Opportunity to disburse branded merchandise, if provided



Only 1

Concession Naming

 **10 Year Term**

 **\$2,200/Year**


Whether to participate in a club, enjoy a special treat after a program, or gather with neighbours after a friendly hockey match, the Rockland Park HOA concession is sure to quickly become a popular hang out for all ages! Purchase the naming rights to this amenity to have it in the forefront of all visitors, daily! This sponsorship includes:

- A large customized name plate with your company's name on the concession
- Your amenity's name published in a variety of marketing materials, annually



Signature Event Naming

 **5 Year Term**


 **\$1,500/Year**

The Rockland Park HOA offers several special community events each year! Become an easily recognized company name by having it attached with one these special events! This sponsorship includes:

- Event name containing your company name published in a variety of materials, annually
- A promotional booth at the event
- A community newsletter "shout-out"
- A Facebook Sponsor Spotlight
- An E-newsletter sponsor spotlight

Bench Memorial

Commemorate and honour the memory of a loved one by placing a memorial plaque one of RPHOA's park benches. Crafted to your specifications, this plaque will provide a lasting tribute and physical reminder of their life and legacy.

 **5 Year Term**  **\$2,500**





Advertising Opportunities

Companies have the unique opportunity to promote their brand through a range of both **traditional and social media advertising** options with the Rockland Park Homeowners Association. By advertising with the RPHOA, your company can reach **over 15,000 annual visitors** who frequent the Lodge, a **central lifestyle centre** and over **50,000 virtual visitors** through the website and social platforms. Whether you prefer **individual advertising opportunities** or opt for one of our **specially designed packages**, there are solutions to ensure your business gains the visibility and exposure it needs.

Traditional Opportunities



Only 1

Olympia Ad



2024/25 Skating Season



\$4,000/Season

Promote your company by displaying your logo on the Olympia ice resurfacer as it circles the hockey rink at least four times daily throughout the entire skating season.



Rink Board Ad



2024/25 Skating Season



3' x 3' Ad: \$800/Season
3' x 6' Ad: \$1000/Season

Display your company logo on the Rockland Park hockey rink boards throughout the skating season. With athletes of all ages and skills, your company is sure to be seen!



TV Advertising



12 Months



\$550: 6 mins/hour, 2 tvs
\$400: 6 mins/hour, 1 tv

The Rockland Park HOA has several tv screens throughout the facilities viewed weekly by hundreds of visitors. Purchase an annual subscription to either one or two screens to promote your company!



Message Board Ad



6 or 12 Months



\$300/Year
\$200/6 Months

Purchasing an 8.5" x 11" poster space on RPHOA's message board is a fantastic opportunity to showcase your products and services to the community! Both annual and 6 month options are available.



Program Guide Ad



1/Season x 4



1/4 Pg Ad: \$300
1/2 Pg Ad: \$500

RPHOA creates a program guide each season to promote programs, activities, and clubs! Get noticed by those browsing the pages, by purchasing either a half or quarter page ad!



Bathroom Stall Ad



6 or 12 Months



\$300/Year
\$200/6 Months

People need something to read when they are visiting the bathroom stalls... why not make it about your company? Both annual and 6 month options are available.

Online Opportunities



Website Recognition



6 or 12 Months



\$600/Year

\$375/6 Months

With thousands of clicks annually, your logo will be seen by purchasing a spot on the rotating banner of rocklandpark-connect.com, for either 6 months or the entire year!



Social Feature



12 Months



\$400: 4 Features/Year

\$250: 2 Features/Year

Become a featured sponsor on RPHOA social media sites to receive a customized company spotlight either four times or twice annually!



Social Video



12 Months



\$300: 2 Features/Year

\$175: 1 Feature/Year

A 60-second Facebook Live interview promoting your company could be just what you need to become a recognized brand by Rockland Park residents! Save \$50 by purchasing the double feature option!

Advertising Packages



Digital Reach



\$1,100/Year

- Annual Website Recognition
- 4 Social Media Sponsor Features
- 2 Facebook Live Interviews

Print Impact



\$1,800/Year

- 3" x 6" Rink Board Ad
- Tv Ad, 6mins/hr on 2 TVs
- Annual Message Board Ad
- Half Page Program Guide Ad/Quarter
- Annual Bathroom Stall Ad

Mixed Media



\$2,200/Year

- 3" x 6" Rink Board Ad
- Tv Ad, 6mins/hr on 2 TVs
- Annual Message Board Ad
- Annual Website Recognition
- 4 Social Media Sponsor Features



Multi-Platform Packages



Top Tier
Package

Legacy Pkg

Package Specifics

\$30,000 + GST



10 Year Term*

*First to renew option

Only 2 Available!

Inclusions

- Exclusive amenity “naming rights”
- Amenity name in ALL publications
- Amenity plaque with Name & Logo
- Distribution of branded materials *
- Rink board ad (2 panels)
- Company named beverage at RPHOA’s concession
- Annual signature event featuring company name
- Logo as “Top Sponsor” on Rockland park-connect Website
- Company ad on TV (10 mins/hr)
- Bi-annual “Featured Sponsor” on Social Media channels
- Permanent ad on promo wall
- Annual “Facebook Live” video
- Logo featured in Seasonal Program Guide
- Sponsorship booth at 4 HOA events of choice/year
- Banner displayed at 4 events/yr
- A “shout out thank you” at the 4 selected events/year
- Logo featured on event promotional materials for 4 events/year
- Complimentary room rental for private function
- 2 HOA Membership Passes/Year

Note: Equivalent value of product or service may be considered for this package.

Impressions Pkg

Package Specifics



8 Year Term*

*First to renew option

\$15,000 + GST

Only 3 Available

**Next Best
Thing**

Inclusions

- Exclusive amenity “naming rights”
- Amenity name in ALL publications
- Amenity plaque with name & logo
- 1, 3’x6’ Rink Board ad, annually
- Logo on rocklandpark-connect.com
- Company ad on TV (6 mins/hr)
- Annual “Featured Sponsor” on Social Media channels
- Permanent ad on promo wall
- Featured in Seasonal Program Guide Sponsorship
- Booth & logo on promotional materials at 2 events/yr
- Banner displayed at 2 events/yr
- A “shout out thank you” at the 2 events/yr
- Complimentary room rental for private function

Note: Equivalent value of product or service may be considered for this package.



Elevate your company’s presence and create a **lasting impression** within the vibrant community of Rockland Park through our exclusive Impression Package. This second-tier combination sponsorship opportunity integrates **powerful branding, strategic marketing**, and impactful event sponsorship to **maximize your visibility** and engagement within the community for years to come!

Influence Pkg

Impactful
on a
Budget

Package Specifics



5 Year Term*

*First to renew option

\$8,000 + GST
Only 3 Available!

Inclusions

- Exclusive cabana "naming rights"
- Amenity name in ALL publications
- Amenity plaque with name & logo
- 1, 3'x3' Rink Board ad, annually
- Logo on rocklandpark-connect.com
- Company ad on TV (6 mins/hr)
- Annual "Featured Sponsor" on Social Media channels
- Permanent ad on promo wall
- Featured in Seasonal Program Guide Sponsorship
- Booth at 2 events/yr
- Logo on materials for 2 events/yr

Unlock the **power of influence** with Rockland Park's Influence Sponsor Package. Designed for **multi-year benefits**, this budget-friendly package offers unparalleled benefits across branding, marketing, and events. Enjoy exclusive **amenity naming rights**, **VIP event participation**, and **prime advertising opportunities** inside the Lodge. Elevate your brand's presence and connect with the community while supporting Rockland Park's vibrant Homeowners Association!

Note: Equivalent value of product or service may be considered for this package.



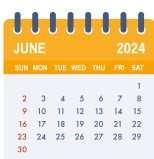


**Movie Night
Package**



Package Specifics

Big Impact,
Create
Movie
Magic!



1 Year Term*
*First to renew option

\$3,000 + GST
Only 1 Available

Inclusions

- Company Logo on popcorn bags
- Magnetic company logo placed on the popcorn machine at each event
- Booth opportunities at all Outdoor Movie Nights
- Company logo displayed on projector screen, and company ad displayed before feature film
- Verbal sponsor thank you prior to every movie viewing
- Featured in Seasonal Program Guide, and all social media promotions for each Movie Night for the year.
- Banner advertisement at each movie night, if provided

Elevate your brands visibility and community impact by sponsoring our popular movie nights at Rockland Park! These events draw hundreds of local families and neighbors for unforgettable evenings of entertainment. As a sponsor, you'll gain prominent exposure through eye-catching event signage, impactful announcements, and targeted promotional materials at each movie night. This is your chance to align your brand with a beloved community tradition and engage directly with residents in a lively, festive atmosphere. Seize this opportunity to make a lasting impression and showcase your commitment to enriching community events.



Thank you for taking the time to peruse the many **valuable opportunities** outlined within this sponsorship catalogue. The RPHOA team would love the chance to speak with you further about an option that **best suits the needs of your business!**

Have something else in mind? No problem! The RPHOA team is happy to work with you to **tailor the perfect option** that you are looking for.

All sponsorship opportunities can be discussed **directly with the General Manager** by reaching out via the information provided below.

Contact Us

Carla Nikli
General Manager, RPHOA
Email: gm@rocklandparkhoa.ca
Phone: 587-215-8147
Address: 90 Rowley Way, NW

Stay Connected



Rockland Park
Homeowners Association



www.rocklandpark
-connect.com



*Looking forward to
working with you!*