

Culture



Community



SUMMER
BASH

SPONSORSHIP

PACKAGE

6 Movie Nights - June-Aug

Summer Market - Aug 11

Main Event, Sunday Aug 25

Education



Local



It's Your

SUMMER BASH



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.

The six foundational pillars are at the heart of all we do:

Cultural Discovery

Our diversity is our strength and we hope to encourage cultural discovery and intercultural dialogue with a focus on advancing our shared journey for truth and reconciliation



Celebration of Arts

Opportunities for all to participate in creative discovery and expressive arts and to celebrate the talents of artisans in our community.



Impactful Education

Creating opportunities for all to expand our knowledge of the world, our community, and ourselves with a focus on promoting curiosity and discovery.



Healthy Bodies

Promoting physical activity, a healthy diet, and opportunities to participate in both structured and unstructured play to improve physical and mental well-being



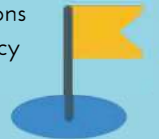
Community Connection

We're all about creating connections between neighbours and with the organizations that call our great city home to foster a stronger sense of community



Supporting Local

Regina is an incredible city and we want to showcase all of the amazing people and organizations that add to the vibrancy of our community for all to enjoy



SUMMER BASH



44 countries represented
from citizens in attendance
7 schools involved



54% citizens attending
from the South of Regina

46% citizens attending
from other areas of Regina



238 Volunteer
Spots Filled



368 Businesses &
organizations involved in
programming, summer market
and support to make Summer
Bash events occur.

2017 Summer Bash 9,200 attendees
2018 Summer Bash 14,400 attendees

2018 SOCIAL INFLUENCE

904,349
Impressions on
posts and events



18,895
people responded
to one of our Events

2,900 followers

Instagram **800** followers **1,381** engagements

Twitter **100** followers **44,400** impressions

SUMMER BASH WEBSITE

over **25,000**
pages viewed



over **10,000**
visits to the website

PRINT

Flyers/Newsletter

30,000

Community Signage

300

T-Shirts

150

COMMUNITY

3500 number of
citizens fed through the
FREE community BBQ.

1500 pancake
breakfast participants.

\$15,000 raised for
local schools

40% of volunteers are
New Canadians.

80% of 600 surveys
completed ranked event Very
Good or Excellent

TRANSPORTATION



FREE Shuttle Bus
2017 **300** riders
2018 **800** riders



FREE Bike Valet
50 families
participated



Welcome,

We are excited for your consideration in joining us a partner to one of the most significant summer events in Regina. The Summer Bash events of 2017 and 2018 surpassed all of our expectations. With over 15,000 people in attendance in 2018, we only expect our events to continue growing. Summer Bash 2019 will be more impactful at connecting with our community. The event list is as follows:

Mini-Bash Movie in the Park Events: Six dates from June to August

Summer Market: Sunday, August 11

Main Summer Bash Festival! Sunday, August 25

Summer Bash is organized by the community, for the community. The motivation is to provide authentic engagement with the community. A healthy family, school and community bond will be a focus through a welcoming environment.

With all of the sponsorship options and the various events, we feel confident that Summer Bash 2019 will align with your corporate objectives.

Looking forward to hearing from you soon,

Adam Hicks

Adam Hicks, Chair
info@summerbash.ca
306-527-1240

www.SummerBash.ca

info@summerbash.ca

Sponsorship Benefits - Main Event Aug 26



	Champion	Leader	Advocate	Partner	Supporter	Friend
	\$25,000	10,000	5,000	2,500	1,000	500
Website						
Company Name						✓
Company Logo	✓		✓		✓	
Company Profile	✓		✓			
Social Media						
Logo added to Sponsors Album	✓		✓		✓	
Sponsored Thank-You Post (2.5% of sponsorship)				✓		✓
Sponsored Thank-You Post/Video (5.0% of sponsorship)	✓		✓	✓		
LIVE Facebook feature of your business	✓		✓	✓		
Press						
Included in Press Release	✓		✓			
Participation at Press Conference	✓					
Opportunity to Join Us on News Segments	✓					
Community Association Newsletter (15,000 copy distribution)						
Name in Newsletter				✓	✓	✓
Logo in Newsletter	✓		✓	✓		
Write Up in Newsletter	✓		✓			
Biz Card Size Ad in Newsletter*					✓	
1/4 Page Ad in Newsletter*				✓		
1/2 Page Ad in Newsletter*			✓			
10% of Sponsorship Ad Credit for Newsletters*	✓		✓			
Event Day						
Naming Rights to a Property (see reverse page for options) ..	✓		✓	✓		
Speaking Time / Presentation	✓		✓			
Company Article in Event Guide (5,000)	✓					
Provide Materials for Inclusion in Swag Bags	✓		✓	✓	✓	
Event Marketing						
Basic Event Signage				✓	✓	
Premium Event Signage	✓		✓	✓		
Social Media Event Signage	✓		✓	✓	✓	✓
1 VIP Set to Give Away on Social Media	✓		✓	✓		
Logo on T-Shirts (200)	✓		✓	✓		
Summer Bash Booth						
Standard Booth				✓	✓	✓
Premium Booth	✓		✓	✓		
Industry Exclusivity (limited to specific events)						
	✓					

We accept in-kind donations but please contact for more details. For all sponsorship levels, businesses will receive a year-end summary to demonstrate how all commitments have been achieved. All benefits expire six months after the event. Benefits are subject to change on committee approval.

Property Naming Rights

Champion Naming Rights

Entire Event Naming Rights

Your Company



Corporate Reconciliation

Journey Summer Market

Children's Experience Zone

Leader Naming Rights

Indigenous Pavilion

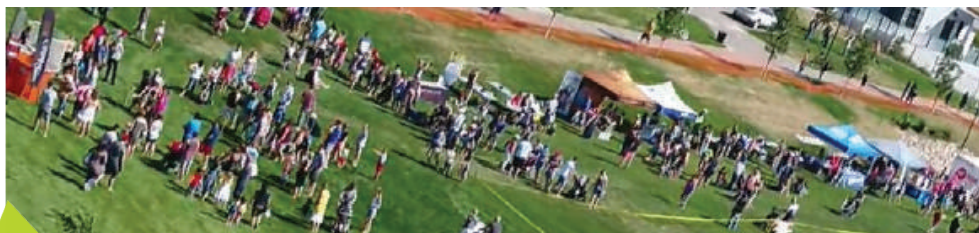
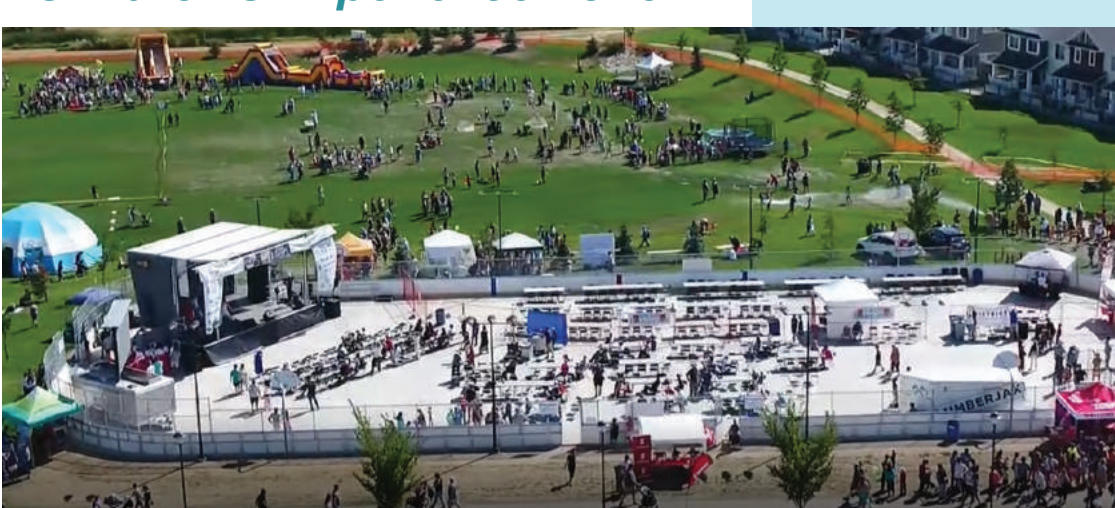
Cultural Village

Festival Fun Zone

Community BBQ

Ice Cream Eating Contest

World Record Attempt - Capes of Hope



Advocate Naming Rights

50/50

Community Raffle

Cold Zone

Volunteer Sponsor

Shuttle Bus

Bike Valet

Issued on a First Come First Serve Basis. All naming rights subject to committee approval. Naming rights reserved for Champion, Leader, Advocate & Partner sponsorships. All names are examples and can be modified to align with your business name.

www.SummerBash.ca

info@summerbash.ca

Sponsorship Benefits - Mini-Bash Movies



Title Sponsor with Naming Rights!

Dates Selected:
June 20, July 4 &
18, Aug 1, 15 & 22

\$4,000

Advertising

- 10,000 Flyers for the event sent home with school children.....
- Company Logo on 8.5 x 11" flyer.....
- Logo on slide show looped prior to movie
- Commercial advertisement looped prior to movie.....



At the Event

- Poster display stand at the event near high traffic area
- Table to display company info/ sell merchandise
- The evenings 50/50 raffle will be next to your table
- FREE trade show booth at Summer Bash on August 26th



Social Media

- Logo added to Sponsors Album
- Boosted Facebook ad for your sponsored movie
- Sponsor Thank you post during/after the event



Event Raffle

- Participation in Raffle
- Branded Merchandise as part of prizes
- Naming rights for the raffle
- 1 VIP Seat to Give Away on Social Media



Canteens at the events will be operated by partnering schools as a fundraising opportunity. Pre-show fun includes carnival games, bouncy houses, kids activities, community engagement activities and more!

