



SPONSORSHIP PACKAGE

- ABOUT US -

Founded in 2017, the River Park South Community Association Inc. (RPSCA) consists of a group of community-minded volunteers who came together to help foster a sense of community and make River Park South an even greater place to live.

Your company/organization has the opportunity to sponsor the RPSCA's events and initiatives and play an exciting role in our efforts to build community spirit in Winnipeg's River Park South neighbourhood. See page 2 for available sponsorship opportunities.

- 2018 BY THE NUMBERS -

4,350

unique visitors to the RPSCA website

NEWSLETTER

500+

subscribers and growing

74%

average open rate

53%

average click rate

500+ Party in the Park attendees

200+ Voters in decorating contest

85+ Spring clean-up participants

54 Houses on garage sale map



Nearly **1,000** followers on the RPSCA Facebook page

SPONSORSHIP PACKAGES

PLATINUM: \$1,000

- Three social media shout-outs: one for each flagship event (spring clean-up [May], Party in the Park [September] and holiday decorating contest [December])
- Half-page ad in RPSCA newsletter for one year (three newsletters per year)
- Verbal recognition at spring clean-up
- Verbal recognition and vendor table at Party in the Park, plus two- to three-minute presentation onstage
- Five-minute presentation at RPSCA AGM (November 2019)
- Mention on RPSCA website

GOLD: \$500

- Two social media shout-outs throughout the year
- Quarter-page ad in RPSCA newsletter for one year (three newsletters per year)
- Verbal recognition at spring clean-up (May)
- Verbal recognition and vendor table at Party in the Park (September)
- Mention on RPSCA website

SILVER: \$250

- One social media shout-out throughout the year
- Logo featured on *Silver Sponsors* section in RPSCA newsletter for one year (three newsletters per year)
- Mention on RPSCA website

BRONZE: \$100

- One social media shout-out (combined with up to three other bronze sponsors)
- Logo featured on *Bronze Sponsors* section in RPSCA newsletter for one year (three newsletters per year)

STERLING: \$50

- One social media shout-out (combined with up to five other sterling sponsors)
- Logo featured on *Sterling Sponsors* section of RPSCA newsletter for one year (three newsletters per year)

BILLING INFORMATION

If you are interested in purchasing a sponsorship package, please submit the following information to riverparksouthcommunity@gmail.com for invoicing purposes:

- Company/organization name, address, phone number and email address
- Contact name and contact information (if different than above)
- Sponsorship package type
- Payment type (see *Payment* section for details)

Please include a high-resolution version of your logo with your request.

- PAYMENT -

The River Park South Community Association Inc. accepts eTransfer payments or cheques. Please send eTransfers to riverparksouthcommunity@gmail.com. Make cheques payable to River Park South Community Association Inc. Receipts will be issued upon request.

- TERMS AND CONDITIONS -

Sponsorship packages and accompanying advertising are subject to River Park South Community Association Inc. (RPSCA) board approval. The RPSCA reserves the right to refuse advertising that is controversial, inappropriate or otherwise not aligned with the vision and spirit of the association.

Sponsorship does not imply endorsement from the RPSCA, its board or its members.

Advertisement / website / social media placement and scheduling is at the discretion of the RPSCA communications director or delegate. The RPSCA does not guarantee specific newsletter delivery dates.

These guidelines are subject to change.

