



# Civic Hospital Neighbourhood Association

## Stretch your advertising budget. Build your brand. Move ahead of the competition.

Becoming a highly visible supporter of the community where you do business provides a solid return on investment; building your brand and reaching a coveted local market. Positioning your company as a high-profile community supporter provides a valuable edge on your competition.

Our convenient sponsorship package allows you to support a range of community events and services for a full year with **just one** donation.

If you are interested in becoming a CHNA sponsor, please contact us at [president@chnaottawa.ca](mailto:president@chnaottawa.ca) to learn more.

### Quick Facts:

The **Civic Hospital Neighbourhood Association (CHNA)** is a volunteer, non-profit community group representing approximately 2000 households adjacent to the Civic campus of The Ottawa Hospital. Our mission is to promote and protect the general interests and wellbeing of the neighbourhood's residents and to be a voice for the community on issues of general concern, such as traffic, safety, and planning and development.

The CHNA organizes and supports community meetings and social events, and we communicate local news and information through newsletters, e-mail distributions, Facebook, Twitter and our website, [www.chnaottawa.ca](http://www.chnaottawa.ca).

Enrollment as a member in our association is open to any of the 2000 households within the neighbourhood's boundaries: Hwy 417 on the north, Railway St. on the east, Carling Ave. on the south, and Island Park Dr. on the west. The neighbourhood is named after The Ottawa Hospital's Civic campus that is currently located within our boundaries. "The Civic" neighbourhood is both well established and dynamically growing thanks to the healthy growth in condominium households.

### Sponsorship:

Becoming a Silver, Gold or Platinum CHNA Sponsor provides you with **brand visibility** and **increased awareness** in the highly sought after Civic Hospital Neighbourhood market. Your sponsorship money will be used to support the CHNA advocacy work and assist us in offering neighbourhood events such as our bi-annual general meetings, neighbourhood garage sales and more.

## **Event Sponsorship:**

In addition to general sponsorship, we offer **Event Specific sponsorship opportunities**. Our premier community event is our annual **Pumpkins in the Park** family festival. This event is growing faster than a giant gourd and is in its **9<sup>th</sup> year**. Previous years have seen over 250 people attracted to Fairmont Park for an afternoon of neighbourly fun and camaraderie. The day features a children's Halloween costume contest; face painting, games, a bouncy house; and a very popular bake sale. In true community spirit, all activities are free of charge. With the support of our sponsors, this year's event promises to be even better. **Sponsors can choose to sponsor specific activities at Pumpkins in the Park** such as the rented bouncy structure, face painting and sparkle tattoos (or equivalent), the craft zone (supplies and prizes), or the children's singer and entertainer.

In addition to Pumpkins in the Park, we hold other events such as our wildly popular **History Nights** and our **annual Volunteer of the year award** is looking for a new sponsor. We are always open to new ideas and **we'd love to find the perfect event sponsorship for you!**

**If you are interested in becoming a sponsor, please review the detailed information below then contact us at [president@chnaottawa.ca](mailto:president@chnaottawa.ca) to learn more. Please note that CHNA retains the right to reject a sponsorship application.**

## Sponsorship Levels

	<b>Event Specific- \$250</b>	<b>Silver- \$250</b>	<b>Gold- \$500</b>	<b>Platinum \$1000</b>
<b>CHNA Website Main Page</b>	Logo and Description with links to your website	Logo and Description with links to your website	Logo and Description with links to your website	Logo and Description with links to your website
<b>CHNA Website Sponsor Page</b>	Logo and Description with links to your website	Logo and Description with links to your website	Logo and Description with links to your website	Logo and Description with links to your website
<b>Logo/Business name on all CHNA emails to &gt;500 households</b>	NO	Small Logo	Small Logo	Large Logo
<b>Facebook promotion/ads with links to your site</b>	NO	2 Annually	4 Annually	8 Annually
<b>Logo/Business Name in Bi-Annual Newsletter distributed to all area households.</b>	NO	Text Only	Small Logo	Large Logo
<b>Logo/Business Name in EVENT SPECIFIC related CHNA Emails</b>	Large Logo and mentions in email	Small Logo	Small Logo	Large Logo
<b>Logo/Business Name in EVENT SPECIFIC Social Media Posts</b>	YES	NO	NO	NO
<b>Dedicated sign posted in front of the Sponsored EVENT Activity</b>	YES	N/A	N/A	N/A
<b>Sponsor Supplied Marketing Materials at Sponsored Event</b>	YES	YES	YES	YES
<b>Supplied Marketing Materials at all General Meetings</b>	NO	YES	YES	YES
<b>CHNA willing to be quoted in Sponsor materials/website</b>	YES	YES	YES	YES
<b>Additional Cost for Industry Exclusivity</b>	N/A	N/A	\$500	\$500