



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 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 .

Membership in our association is open to any household 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. This neighbourhood is named after The Ottawa Hospital's Civic campus that is currently located within these boundaries. "The Civic" neighbourhood is both mature and well established, with tree-lined streets and charming single family homes, as well as dynamically growing with the building of a number of new condominiums.

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 **8th 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. Thanks to our platinum sponsor, Susan Chell, attendees are offered free pumpkins, ready to take home to carve for Halloween and display.

In addition to Pumpkins in the Park, we hold other events such as our wildly popular **History Nights** and are always open to new ideas. **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 to learn more.

Sponsorship Levels

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