

SUNALTA STAMPEDE BREAKFAST SPONSORSHIP PACKAGE 2026



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SUNALTA

Community Association

THANK YOU FOR YOUR INTEREST IN SPONSORING OUR 41ST ANNUAL STAMPEDE BREAKFAST!

OUR 41ST ANNUAL SUNALTA STAMPEDE BREAKFAST WILL TAKE PLACE ON SATURDAY, JULY 11TH FROM 9AM TO NOON. WE WILL BE TAKING OVER THE 1700 BLOCK OF 13TH AVENUE WITH LIVE MUSIC, A PETTING ZOO, FACE PAINTING, A BOUNCY CASTLE, AND MUCH MORE!

THIS EVENT SERVES OVER 2,000 COMMUNITY MEMBERS AND NEIGHBOURS. IN PREVIOUS YEARS WE HAVE WELCOMED MANY POLITICAL DIGNITARIES (INCLUDING MAYORS, MLAS, MPS, AND EVEN THE PRIME MINISTER IN 2019!)

IT IS AN OPPORTUNITY FOR FAMILIES, NEW CALGARIANS, LIFELONG SUNALTA RESIDENTS AND FIRST TIME STAMPEDE GOERS TO COME TOGETHER AND SHARE IN GOOD OLD FASHION CALGARY HOSPITALITY, FUN AND CULTURE.



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ABOUT THE SUNALTA COMMUNITY ASSOCIATION

We build opportunities for the community to thrive by creating space for residents to be leaders, mobilizing community assets, building innovative partnerships and generating revenue to invest into the community.

The Sunalta Community Association run hundreds of free programs, events, initiatives and services aimed at addressing community-wide concerns of poverty, social isolation, and food insecurity. We serve over 5000 people each year and have a dedicated group of 200+ volunteers.



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SPONSORSHIP RECOGNITION

What to expect from a recognition standpoint?

We recognize and appreciate any size donation for sponsorship. Although this year we have released additional sponsorship tiers we like to give all sponsors recognition, no matter the donation size or type as it is still incredibly valuable to us and this event.

No matter your donation amount all sponsors will:

- Have their logo on our promotional material
- Have their name in event press releases,
- Receive Social Media Shout Outs and Spotlights
- Be featured on our website on our “Community Supporters” page and on our “Stampede Breakfast” page.
- Be included in sponsorship cards displayed on all tables for the 2000+ attendees
- Be included in our monthly newsletters leading up to and following the event.



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SPONSORSHIP TIERS

This year we are introducing Sponsorship tiers to showcase our additional gratitude while offering more to our sponsors.

For donations of \$ 1000
or more:

Dedicated poster at
sponsorship table at
the event

Logo on volunteer
shirts that will be
serving pancakes +
coffee

plus all lower tier
benefits

SILVER

For donations of \$ 5000
or more:

Exclusive naming rights
for the event "Sunalta
Stampede Breakfast
brought to you by__"

Top Tier Onsite Signage
Name/Logo on each
and every picnic table
where over 2000 guests
will be seated.

plus all lower tier
benefits

GOLD

For donations of \$500
or more:

Verbal
acknowledgment
during the event

Opportunity to
display promotional
materials at the
event

plus all lower tier
benefits

BRONZE



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SPONSORSHIP OPTIONS

We appreciate sponsorships in whatever way you can donate. Here is the kind of donations we can accept and what that also gets you!

IN-KIND

Some examples of In-Kind sponsorships that we are in need of include:

Pancake food supplies ,
Grills , Dunk Tank ,
Photobooth , Volunteer T-Shirts, Photography for Event , Print Materials

For in-kind donations special signage will be created thanking you for your sponsorship of the specific item.

CASH

We recognize and appreciate any size donation or sponsorship.

See sponsorship recognitions page and sponsorship tiers page for more info.

ACTIVITY

Specific activities can be sponsored and will be named after you with specific branded signage:

- Face Painting
- Bouncy Castle
- Petting Zoo
- The Band/Live Music
- Dance Groups

For Activity Sponsors special signage will be created thank you for the donation of the specific activity.



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NEXT STEPS

Please respond back to us with your interest and we can start the conversation about what sponsorship opportunity best works for you.

For our Gold and Silver tiered sponsorships we will need to receive your commitment to sponsorship no later than June 7th

Thank you for your time! We hope you'll consider sponsoring the Breakfast and helping us put on our largest and most beloved community event of the year!



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BE PART OF IT
#imagineSUNALTA

Contact jennifer@sunalta.net
for more information



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