

# 2025

## Sponsorship Proposal



Town of  
**Bon Accord**  
building for tomorrow



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## About Bon Accord

Welcome to the Town of Bon Accord! We are a family-oriented, community-focused rural town of approximately 1500 people in the heart of Sturgeon County. Just 20 minutes north of Edmonton and a short drive to our neighbouring communities of Gibbons, Legal, Redwater, Fort Saskatchewan, Morinville and St. Albert.

With over 30 community events and programs throughout the year including Senior's Week, exclusive Music in the Park summer concert series, Canada Day, Harvest Days, Winter Wonder-Fest, and yes, even adult field trips, Bon Accord has something for everyone!

Bon Accord is best known for being Canada's first International Dark Sky Community (2015), making it an extremely popular spot for stargazing and chasing the Northern Lights. The town is dedicated to reducing light pollution as well as other proactive environmental initiatives like our municipal solar farm (2020) and EV charging stations (2023) that can be found at the town office building and arena.

## Why Work With Us?

With a variety of community events and programs in our community each year, sponsorship and advertising opportunities are plentiful. From our monthly newsletter that puts your business in the hands of 600+ residents, to our highway sign that is visible to 10,000+ vehicles every day - we have a sponsorship tier that will fit your business needs!

Our sponsorship tiers reflect our "dark sky" theme: Shining Star, Aurora Borealis, Constellation, Eclipse, Milky Way, and Supernova. Read on for more details on the advertising opportunities available with each sponsorship.

## Our Mission

To promote and improve our quality of living, enhance our sense of community, and preserve the integrity of our hometown values while growing into a Town that is diverse, prosperous, and welcoming to new residents, businesses, and visitors.

# Our Objectives



## **Bolster Growth**

Through partnerships with local businesses, organizations, and individuals who share our vision for a thriving community, we will bolster our town's growth by building a strong sense of community via consistent and reliable paid sponsorships.



## **Inclusive Programs and Events**

All ages should feel connected and included in Bon Accord. From adults to children, your sponsorship will ensure a well-rounded offering of inclusive programs and events that strengthen our sense of community for all ages and abilities.



## **Quality of Life**

The town strives to consistently improve the lives of individuals in our community. Your sponsorship will enrich the quality of life in our community with additional resources to enhance programs and events that enrich and engage residents with unique experiences right here in Bon Accord. Together, we can create a thriving and inclusive community where everyone has the chance to learn, grow, and experience the richness of life.

# Sponsorship Tiers

	<b>Shining Star</b> \$100.00	<b>Aurora Borealis</b> \$250.00	<b>Constellation</b> \$500.00	<b>Eclipse</b> \$750.00	<b>Milky Way</b> \$1,000.00	<b>Supernova</b> \$2,500.00
<b><u>Sponsorship Benefits</u></b>						
Signage at event	x	x	x	x	x	x
Company Logo on Event Posters	x	x	x	x	x	x
"Thank you" on Town Website	x	x	x	x	x	x
"Thank you" on Town social media	x	x	x	x	x	x
Complimentary booth at Bon Accord Connects event	x	x	x	x	x	x
Recognition in monthly Town newsletter (one month)	x	x	x	x		
Recognition in monthly Town newsletter (three months)					x	x
Opportunity to speak at event, or be recognized by event MC					x	x
Town Commercial Electronic Sign along Highway 28, visible to 10,000 vehicles per day, for one month					x	x

# Community Events & Programs

The next few pages list our most popular events and activities, how they contribute positively to our community, and show important demographic details to select the best fit for your advertising needs.

## Family Day Glow Dance Event

**Community Involvement Objective:** To give families the opportunity to come together and enjoy an activity outside of their home, within their community.

**Date:** Saturday, February 15, 2025

**Location:** Bon Accord Community Hall

**Number of participants:** 140 people

**Goals:** Strengthen family bonds, promote socialization and relationship building, enhance emotional well-being, promote positive values and skills, support health and well-being, create lasting memories, build resilience.

**Sponsorship Opportunity:** DJ fee, lunch supplies and prizes. This event is free to attend.

## Caregiver's Coffee Group

**Objective:** It is important for caregivers to meet for many reasons, as caregiving can be an emotionally and physically demanding responsibility. Connecting with others in similar roles provides support, practical advice, and emotional relief.

**Dates:** Sessions will be planned based on the needs of the group.

**Number of participants:** 15-20 per session

**Goals:** Emotional support and validation, share information and resources.

**Sponsorship Opportunity:** facilitator fees, supplies and refreshments.

## Bon Accord Men's Collective

**Objective:** It is crucial for men to talk about mental health for several reasons, as societal expectations, stigma, and personal challenges can make it difficult for men to seek help or express their emotions.

**Dates:** Sessions will be planned based on the needs of the group.

**Number of participants:** 20 per session

**Goals:** Break the stigma (challenge traditional gender norms), improve emotional well-being, address mental health issues early, foster stronger relationships, improve overall health, encourage help-seeking behaviour, promote positive role models, build self-care.

**Sponsorship Opportunity:** facility rentals, supplies and refreshments.

## Rooted in Wellness Community Education Series

**Objective:** To host community education sessions that will offer numerous benefits to the community. Planned topics include being a caregiver, meal planning, estate planning, creating a practical budget, managing debt, parenting topics, downsizing and decluttering, yard care and starting a garden.

**Dates:** Monthly sessions throughout the year.

**Location:** Jewel Box

**Number of participants:** 25-30 per session

**Goals:** Empowerment through knowledge, strengthen our community, foster inclusion, address local issues, promote lifelong learning, improve health & well-being. These sessions can be powerful tools for positive change and growth, benefiting both individuals and the community at large.

**Sponsorship Opportunity:** facilitator fees, facility rentals, supplies and refreshments.



# Volunteer Appreciation & Celebration

**Objective:** The volunteers in our community work hard to make our community a wonderful place to live. It is important to celebrate their work and acknowledge their invaluable contributions to our community and community organizations. It helps ensure that volunteerism remains a vibrant and essential part of Bon Accord, fostering lasting impacts for both resident and the organizations they serve.

**Date:** Wednesday, April 23, 2025

**Location:** Jewel Box (Bon Accord's Seniors Centre)

**Number of participants:** 80 people

**Goals:** Acknowledge their hard work and dedication, encourage continued engagement, build a positive volunteer culture, attract new volunteers, demonstrate the value of volunteering, foster a stronger sense of community, enhance volunteer retention, provide opportunities for growth, inspire gratitude and humility.

**Sponsorship Opportunity:** nacho bar supplies, door prizes, speaker fee and facility rental.

# Bon Accord Bike, Board & Blade Safety Rodeo

**Objective:** To prepare the youth in town for biking season, ensuring they can enjoy activities while minimizing the risks of accidents or injury.

**Date:** Wednesday, May 24, 2025

**Location:** Bon Accord Arena parking lot

**Number of participants:** 30-40 children

**Goals:** Prevent injuries, build safe riding habits, raise awareness of traffic and road hazards, set an example for peer safety, increase confidence, instill good decision-making skills, foster a safe environment for everyone.

**Sponsorship Opportunity:** prizes and refreshments.

# Communities in Bloom Program

**Objective:** Our community has been with the Communities in Bloom program since February 2000. Our volunteers are committed to the environmental landscape of our community. We would like to add several edible barrels in town, providing residents with fresh, free fruit and vegetables during the growing season.

**Dates:** April – September 2025

**Locations:** Town wide, through out Bon Accord

**Goals: ??**

**Sponsorship Opportunity:** Purchase of additional planters

# Summer Youth Programming

**Objective:** To promote our youth's positive social and emotional development by daily activities that will create connection and engagement.

**Dates:** July and August 2025, running three to four days per week

**Locations:** Locations throughout Bon Accord and out of town field trips

**Estimated number of participants:** 20-30 children per day

**Goals:** Encourage independence, build social skills, promote physical activity and health, boost confidence and self-esteem, encourage creativity and exploration, improve problem-solving and critical thinking, foster a connection to nature, teach responsibility and teamwork, provide a break from technology, instill a sense of achievement and belonging, promote lifelong skills.

**Event Description:** Day camp for children and youth ages 6-12. Each day is themed with different activities, lessons, and crafts. The camp is free to attend except for a few days during the summer like the field trip days and larger project days.

**Sponsorship Opportunity:** arts and craft supplies, sports equipment, books, lunches, refreshments, snacks and charter bus fees for field trips and snacks.

# Canada Day Pancake Breakfast & Celebration

**Event Description:** Our pancake breakfast is a Bon Accord tradition! With the help of our volunteers, we serve coffee, pancakes, sausages, and Canada Day cupcakes to over 350 people. There is entertainment, crafts, BINGO, and a DJ to keep the morning hopping.

**Date:** Tuesday, July 1, 2025

**Location:** Bon Accord arena

**Number of participants:** 350-400 people

**Sponsorship Opportunity:** entertainment, DJ, and BINGO prizes.

# Canada Day Fireworks

**Event Description:** First there is a burst of anticipation, the crowd growing silent as the first new moments of darkness hang in the air. Then, a sudden whoosh as the first firework rockets into the sky, trailing sparks in a glittering line. The sky erupts with a huge burst of color—reds, blues, greens, and golds, all blooming and fading in an instant. Each explosion is followed by a crackling sound, a deep boom that resonates in your chest. Look at the crowd, and all you see are big smiles.

**Date:** Tuesday, July 1, 2025

**Location:** Bon Accord arena

**Estimated number of participants:** 1500 big smiles!

**Sponsorship Opportunity:** At least 2 Supernova sponsorships required

# Seniors' Appreciation Week Celebration & BBQ

**Objective:** Provide a connected and engaged community for seniors to experience their optimal quality of life.

**Date:** Wednesday, June 4, 2025

**Locations:** Centennial Park, Jewel Box, and bus trip

**Number of participants:** 100-140 people

**Goals:** When seniors connect with others and have opportunities to engage in community life and can access the resources they need, they will be more likely to live their optimal quality of life.

**Sponsorship Opportunity:** live band, food supplies, prizes, and the bus charter.

## Music in the Park

**Event Description:** Every summer the Town of Bon Accord presents "Music in the Park". This free, family-friendly event is held every Tuesday evening from July 4 – September 2 at our Centennial Park amphitheater. We partner with local musicians and talent from the Bon Accord and greater Edmonton area to produce a high-quality show.

**Dates:** July 1, 8, 15, 22, 29, August 5, 12, 19, 26, September 2, 2025

**Location:** Bon Accord Centennial Park

**Number of participants:** 250-300 people per night

**Sponsorship Opportunities:** band fees

## Adult Field Trips

**Objective:** If community members are provided with organized opportunities to connect and socialize, then they are more likely to develop relationships with others living in the community, leading to enhanced support networks and a greater sense of belonging to their community.

**Dates:** Monthly: February – May, September – November

**Locations:** Various; in the past we have visited Muttart, Bountiful Market, and Old Strathcona Antique Mall.

**Number of participants:** 12-20 people per trip

**Sponsorship Opportunity:** Sponsorship dollars will go towards bus fees and entrance fees to help keep the registration fees low for residents.

## Community Art Night Out

**Objective:** Art is a powerful way for individuals to express themselves, whether they are experienced artists or just starting out. A community art night provides a platform for creative expression in an inclusive, welcoming environment.

**Dates:** Programs will run throughout the year

**Goals:** Creating and appreciating art has been shown to reduce stress, boost mood, and improve overall mental health. Having an event centered around art can encourage individuals to engage in a healthy, positive activity and be part of a collective experience.

**Number of participants:** 15-30 people per session

**Sponsorship Opportunity:** Facility rentals.

# Winter Wonder-Fest

**Objective:** To build community involvement and increase the sense of belonging in our community. Our goal is a connected and engaged community.

**Dates:** December 5, 6, & 7, 2025

**Location:** Bon Accord Community Hall

**Number of participants:** 250-300 people

**Event Description:** This event features craft workshops, a Christmas Market, Breakfast with Santa, activities for kids, turkey BINGO and entertainment.

**Sponsorship Opportunities:** Help cover the cost of the Breakfast with Santa and activities for youth and children.

# Community Events and Programs

We host a plethora of events and programs each year for residents to socialize, learn new skills, and create memories with their families. Sponsorship will allow us to continue to host these wonderful events that bring our community together.

We appreciate your consideration for sponsorship and look forward to hearing how we can help you advertise your business!



# Questions?

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