Tuscany RESIDENTS ASSOCIATION

SPONSORSHIP OPPORTUNITIES

2026-2027

212 TUSCANY WAY NW, CALGARY, AB T3L 2J6

tuscany-connect.com

recreation@tuscanyclub.ca



About Us

Tuscany Residents Association

In developing lands, Brookfield Residential Developers (formerly CARMA) included ceryain amenities in addition to the requirements of the City. Such amenities will be operated by a private Residents Association for the lasting benefit of all residents. At the time of development, CARMA Developers considered the construction of these amenities (ie. the Tuscany Club and decorative corners) as necessary to complement thier overall development concept to clearly distinguishg a Residents Association community from other communities.

The Residents Association will provide specific financial and administrative services including the collection of fees from the residents. These fees are necessary to fund the operations of the Association and the Tuscany Club, landscape maintenance of the community in the summer and recreation programs. To pay for these operations, the title of each single family and multi-family lot, rental projects and condo units is made subject to a rent charge Encumbrance in favor of the Association thereby securing payment to Association of a fee.

Our Mission

“To optimize value for members through responsible stewardship of TRA assets and services.”



Why the Tuscany Residents Association?

By choosing to sponsor a Tuscany Residents Association Events, you will increase your exposure to residents of Tuscany. According to the 2021 City of Calgary census, Tuscany boasts approximately 19,700 residents in 6,565 homes. Many residents bring t heir friends and family from other communitites to our events.

Sponsoring our events ia cost effective and community oriented way to show where your values lie.

19,700 RESIDENTS

6,565 HOMES

250-2,000 AVERAGE ATTENDANCE

We engage all demographics (families, children, youth and adults) within the community and surrounding northwest communities by producing a diverse set of events throughout the year. They range in average attendance of 250 - 2,000 people.

Please note: Any “in kind” sponsorship will be considered only if it substitutes for something we would already purchase for that event.



Sponsorship Options

1 EVENT
$525
*$725

3 EVENTS
$1,375
*$1,875

4 EVENTS
$1,800
*$2,400

5-12 EVENTS
$440/event
*$590/event

ALL EVENTS
$4,500
*$6,000

industry exclusivity add on cost

“ALL LEVELS OF SPONSORSHIP INCLUDE ONLIINE PROMOTION, IN PRINT MATERIALS AND YOUR NAME ON OUTGOING MATERIALS TO THE RESIDENTS”

PAYMENT

You organization will be invoiced within 15 business days of submitting your Sponsorship Application. Payment by credit card, cheque, or debit card will be accepted. The invoice will be due and payable before the first event you have chosen to sponsor.

REPRESENTATION

The agreement between the Tuscany Residents Association (TRA) and the sponsor is not extended to parent and subsidiary companies or organizations. TRA will only allow representation from the business who has applied for their rights to participate in TRA events.

SWAG

SWAG is allowed at our events. It must be approved by the Recreation Manager at least two weeks prior to the event. The rights to distribute product are given on a first come first serve basis. If unapproved SWAG if brought to an event, you may be asked to remove it from the premises if it conflicts with another sponsors approved SWAG.



ONLINE/PRINT RECOGNITION

Sponsoring just one or all of the TRA events will see your company logo placed on all event promotional materials and posts. Also included, is one month in the “Partners” section on the front page of tuscany-connect.com with a hyperlink to your website, prior to the event. Sponsoring all of the TRA events affords your permanent logo placement for the event calendar your from April 1 - March 31.

OTHER SPONSOR SIGNAGE & MATERIALS

Any additional promotional sponsorship signage and materials are only permitted the day of the event and must be approved by the Recreation Manager at least two weeks prior to the event. Outdoor signage is not included, but may be approved by the Recreation Manager if there is space and the primary focus of the sign is to advertise the event. Exterior signage, if approved, will be for a maximum of two weeks prior to the event.



EVENT PARTICIPATION

We highly encourage all sponsors to have volunteers at our events in order to recieve maximum return on investment and exposure. Involvement at events in also on a first come first serve basis. We include many activities at our events for the benefit of both attendees and sponsors. Should you decide to sponsor an event(s), we recommend a minimum of two staff from your organization be present.

COMMUNICATION

Event day details will be communicated by our Recreation Manager. Because we host many events each year and plan well in advanced, our communication may come sooner than expected. Ensure that a contact person is designated who will be able to coordinate event details with us in a timely fashion.

Special Events 2026

Family Day Party

February 16, 2026
11:00am to 2:00pm

This annual event sees our TRA members and their guests coming out to celebrate Family Day at the Tuscany Club with music, skating, hot chocolate, food trucks, magic shows, creation stations and many other outdoor activities. Indoor space is held to use if there is inclement weather, however, this is primarily an outdoor event.

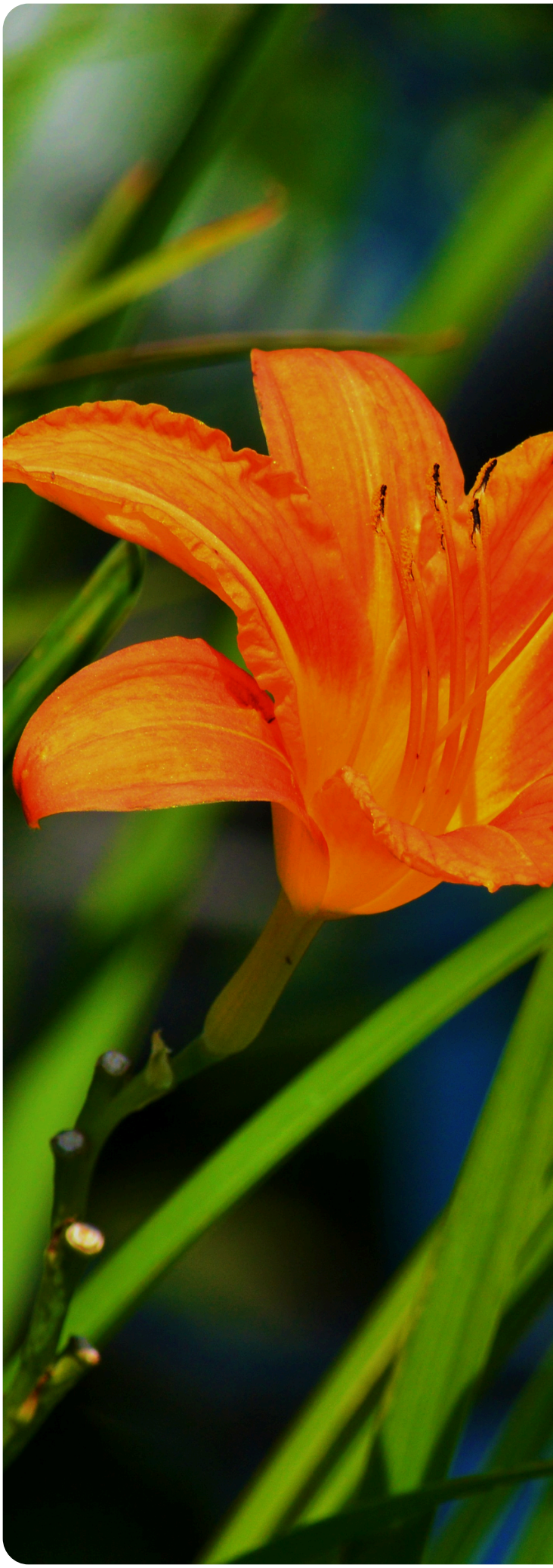
Approximate Attendance: 350

Children's Spring Spectacular

March 28, 2026
11:00am to 2:00pm

Our Spring event typically includes a mixture of indoor and outdoor fun. Past offerings have included carnival games, minigolf, crafts, interactive children's shows, food trucks, face painting and a magic show. This event is free and open to all TRA members and their guests.

Approximate Attendance: 600 (250-300 children and their families)



Special Events 2026

Pickleball Tournament

April 16 & 17, 2026
9:00am to 2:00pm

Our first annual Tuscany Club pickleball tournament will be held this spring where players of all caliber are invited to this friendly event which will also include an award ceremony on the second day.

Approximate Attendance: 45

Spring Market

May 9, 2026
10:00am to 2:00pm

This event was added to our roster in 2023 to incorporate our Art Exhibition and celebrate our local crafters. This event may include outdoors if weather permits but will have indoor space reserved so that it can run rain or shine.

Approximate Attendance: 350

Tuscany Giant Garage Sale

June 13, 2026
9:00am to 3:00pm

This event has Tuscany homes register their addresses to be included in a community wide garage sale. Registered homes are given bright yellow lawn signage and a google maps of participating sale homes is available.

Approximate Attendance: 100-150 homes



Special Events 2026

27th Annual Stampede Breakfast

July 11, 2026
9:30am to 11:30am

This is our largest, most supported and well attended event. It can include activities like games, crafts, entertainment, face painting, music and more. We focus on minimizing waste and maximizing fun with this event.

Approximate Attendance: 2,000+ breakfasts served

Mid Summer Party

August 1, 2026
11:00am to 2:00pm

This event is one of our staple Summer events. This is intended to be an outdoor event but indoor space is held so it runs rain or shine. Past offerings have included face painting, games, crafts, food trucks and live entertainment.

Approximate Attendance: 400 (200 children and their families)

Outdoor Family Movie Night

September 4, 2026
5:00pm to 9:00pm

A fabulous way to say farewell to Summer and hello to Fall. This event is extremely well attended and is our second largest event. Gym space is booked should mother nature not cooperate.

Approximate Attendance: 800



Special Events 2026

Community Clean Up Day

September 12, 2026
9:00am to 2:00pm

Communities apply to the City of Calgary for a Clean Up date early in 2025 and successful groups are notified of their day a couple of months later. City of Calgary trucks are onsite to collect large items and additional collectors/vendors are included for items like electronics, paper shredding, batteries, tires, metals and donations. This event is open to the public and free to attend.

Approximate Attendance: 751 cars

Children’s Halloween Spooktacular

October 24, 2026
11:00am to 2:00pm

Our Halloween eventis our most well attended children's event. Activities can include games, crafts, entertainment, magic shows, and more. This event is low on scary and high on fun.

Approximate Attendance: 850



Special Events 2026

Tuscany Club Holiday Light Up

November 13, 2026
5:00pm to 7:00pm

This event celebrates the turning on of our Christmas Lights here at the Club and the start of the Holiday season. This event includes food trucks, skating (if weather permits) and other outdoor activities. This event is new since 2022 and has increased in attendance each year.

Approximate Attendance: 300

Holiday Market & Children's Holiday Hoopla

December 5, 2026
10:00am to 3:00pm

Our Holiday Market combines two great events on one festive day; our 40 table Holiday Craft & Bake Sale and Santa's Village for the children. Activities include music, crafts, pictures with Santa, baking and more. The Market is open to the public and the Hoopla is open to Tuscany residents.
Both are free to attend.

Approximate Attendance: 750



Special Events 2027

Tuscany Cup Classic 3 on 3 Adult Hockey

January 23-24 2027 (Tentative)

This Aduly 3 on 3 Hockey Tournament occurs over a two-day span (Saturday and Sunday) and usaully consists of 6-10 teams of residents and non-residents coming to the club. This event is open to TRA members and their guests.

Approximate Attendance: 100

Family Day Party

February 15, 2027

This annual event sees our TRA members and their guests coming out to celebrate Family Day at the Tuscany Club with music, skating, hot chocolate, food trucks, magic shows, creation stations and many other outdoor activities. Indoor space is held to use if there is inclement weather, however, this is primarily an outdoor event.

Approximate Attendance: 350

Children's Spring Spectacular

March 27, 2027

Our Spring event typically includes a mixture of indoor and outdoor fun. Past offerings have included carnival games, minigolf, crafts, interactive children's shows, food trucks, face painting and a magic show. This event is free and open to all TRA members and their guests.

Approximate Attendance: 600 (250-300 children and their families)



Special Events 2027

Pickleball Tournament

TBD

Our second annual Tuscany Club pickleball tournament will be held this spring where players of all caliber are invited to this friendly event which will also include an award ceremony on the second day.

Approximate Attendance: 45

Spring Market

May 8, 2027 (Tentative)

This event was added to our roster in 2023 to incorporate our Art Exhibition and celebrate our local crafters. This event may include outdoors if weather permits but will have indoor space reserved so that it can run rain or shine.

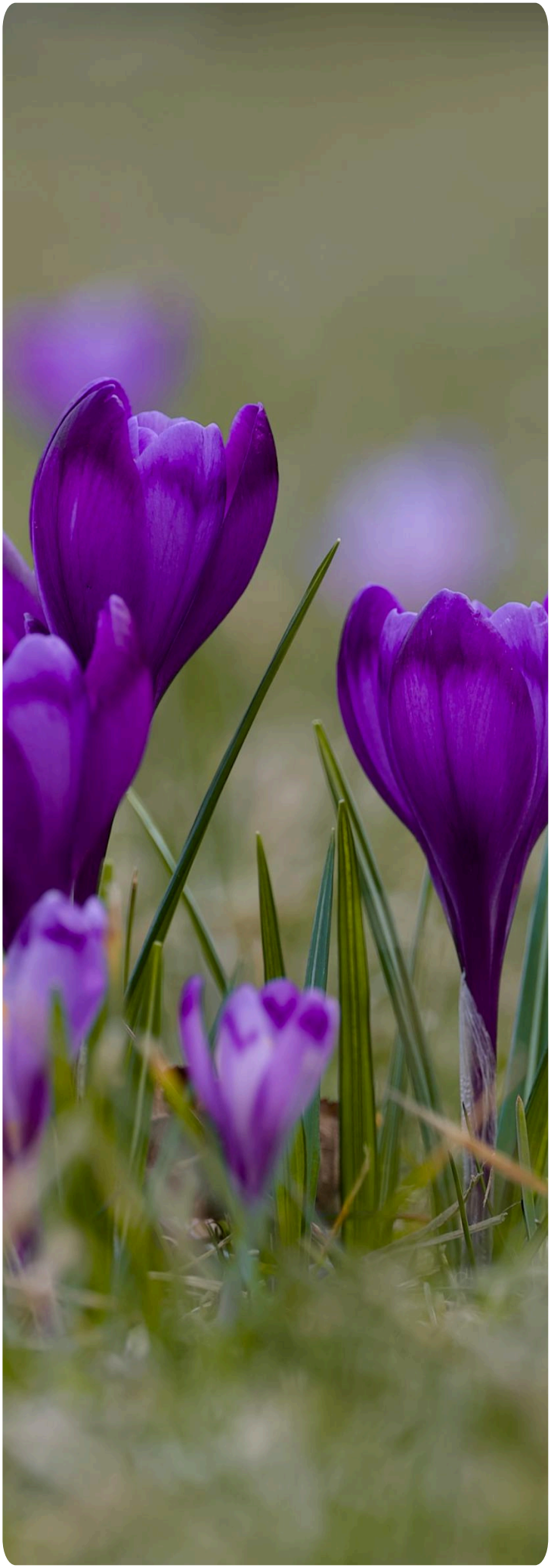
Approximate Attendance: 350

Tuscany Giant Garage Sale

June 12, 2027

This event has Tuscany homes register their addresses to be included in a community wide garage sale. Registered homes are given bright yellow lawn signage and a google maps of participating sale homes is available.

Approximate Attendance: 100-150 homes



Special Events 2027

28th Annual Stampede Breakfast

July 10, 2027 (Tentative)

This is our largest, most supported and well attended event. It can include activities like games, crafts, entertainment, face painting, music and more. We focus on minimizing waste and maximizing fun with this event.

Approximate Attendance: 2,000+ breakfasts served

Mid Summer Party

August 7, 2027 (Tentative)

This event is one of our staple Summer events. This is intended to be an outdoor event but indoor space is held so it runs rain or shine. Past offerings have included face painting, games, crafts, food trucks and live entertainment.

Approximate Attendance: 400 (200 children and their families)

Outdoor Family Movie Night

September 4, 2027 (Tentative)

A fabulous way to say farewell to Summer and hello to Fall. This event is extremely well attended and is our second largest event. Gym space is booked should mother nature not cooperate.

Approximate Attendance: 800



Special Events 2027

Community Clean Up Day

TBD

Communities apply to the City of Calgary for a Clean Up date early in 2025 and successful groups are notified of their day a couple of months later.
City of Calgary trucks are onsite to collect large items and additional collectors/vendors are included for items like electronics, paper shredding, batteries, tires, metals and donations.
This event is open to the public and free to attend.

Approximate Attendance: 751 cars

Children’s Halloween Spooktacular

October 23, 2027 (Tentative)

Our Halloween eventis our most well attended children's event. Activities can include games, crafts, entertainment, magic shows, and more. This event is low on scary and high on fun.

Approximate Attendance: 850



Special Events 2027



Tuscany Club Holiday Light Up

November 12, 2027 (Tentative)

This event celebrates the turning on of our Christmas Lights here at the Club and the start of the Holiday season. This event includes food trucks, skating (if weather permits) and other outdoor activities. This event is new since 2022 and has increased in attendance each year.

Approximate Attendance: 300

Holiday Market & Children's Holiday Hoopla

December 4, 2027 (Tentative)

Our Holiday Market combines two great events on one festive day; our 40 table Holiday Craft & Bake Sale and Santa's Village for the children. Activities include music, crafts, pictures with Santa, baking and more. The Market is open to the public and the Hoopla is open to Tuscany residents.
Both are free to attend.

Approximate Attendance: 750



Tuscany RESIDENTS ASSOCIATION

THANK YOU

212 TUSCANY WAY NW, CALGARY, AB T3L 2J6

tuscany-connect.com

recreation@tuscanyclub.ca



Sponsorship Application

1 EVENT	3 EVENTS	4 EVENTS	5-11 EVENTS	ALL EVENTS
$525	$1375	$1800	$440/event	$4500
$725*	$1875	$2400*	$590/event*	$6000*

Price for sponsors wishing to purchase industry exclusivity for events

Please indicate which event(s) you would like to be involved with:

_____ _____

_____ _____

_____ _____

_____ _____

Business Name:_____

Address:_____ City: _____

Postal Code:_____ Phone Number:_____

Email:_____

Company Website:_____

Company Facebook Page:_____

Company Instagram Page:_____

By Signing below, you agree to "Event Sponsorship Details" and are in position to authorize the contract between your organization and the Tuscany Residents Association (TRA). And, that any business conducted with the TRA will be kept confidential by you and your company.

Authorized Signature:_____ Date:_____

Print Name:_____ Title:_____

Contact person, if different from above:

Name:_____ Title:_____

Email:_____ Phone: _____

Email to: recreation@tuscanyclub.ca or drop off in person

Tuscany Club Event Sponsorship Exclusivity Policy

The Tuscany Club values the support of its sponsors and is committed to ensuring a mutually beneficial partnership. To maintain fairness and maximize sponsor satisfaction, the following sponsorship exclusivity policy applies to all Tuscany Club-sponsored events:

1. Definition of Exclusivity

Sponsorship exclusivity ensures that the sponsor is the sole representative of its specific business category or industry at the sponsored event(s). Exclusivity rights apply only to the agreed-upon category or industry as defined in the sponsorship agreement.

2. Granting of Exclusivity

Exclusivity will be granted under the following conditions:

- The sponsor has committed to an **Exclusive Sponsorship Tier**, which may carry additional costs relative to other sponsorship packages.
- The exclusivity clause is explicitly stated in the sponsorship agreement, including the exact category or industry covered.
- Exclusivity is guaranteed for the agreed event(s) or sponsorship period only.

3. Scope of Exclusivity

- Exclusivity rights apply to advertising, promotional materials, event signage, and on-site activations at the event(s).
- The exclusivity clause does not prevent the Tuscany Club from engaging with businesses from the same category outside the specific sponsored event(s).

4. Limitations of Exclusivity

- Exclusivity applies only to the sponsor's defined category or industry. For example, a sponsor in the "financial services" category cannot block sponsorship opportunities for unrelated industries such as fitness or food services.
- Exclusivity does not cover informal participation by attendees who may represent similar industries but are not official sponsors.

5. Conflict Resolution

- The Tuscany Club reserves the right to determine whether a potential conflict exists between sponsors.
- In cases of dispute, Tuscany Club management will work with the sponsor to reach an amicable solution.

6. Priority for Multi-Event Sponsors

Sponsors who commit to multi-event packages or annual sponsorships will be given priority consideration for exclusivity opportunities.

7. Agreement Terms

Exclusivity agreements must be clearly outlined in the sponsorship contract, including:

- The specific category or industry for exclusivity.
- The duration and scope of exclusivity.
- Any additional fees associated with exclusivity.

8. Policy Amendments

TheTuscanyClub reserves the right to amend this policy at its discretion. Any amendments will be communicated to sponsors in advance and reflected in subsequent sponsorship agreements.

This policy ensures a clear and transparent approach to sponsorship exclusivity, fostering strong and lasting relationships with the Tuscany Club's valued sponsors.

Sponsorship can be terminated by the TRA at any time without reason. Any unused sponsorship will be refunded.

*Any person or entity whom owns or manages an encumbered property in Tuscany and pays fees to the TRA and is a "member in good standing".

Date:_____

By initialing this page, you agree that you have read and understood the terms

above.

Initial here:_____