



CRANSTON
RESIDENTS ASSOCIATION



Cranston Residents Association

Community Partnership Opportunities

2026



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The Cranston Residents Association (CRA) is a not-for-profit organization dedicated to enhancing community life in Cranston. Through the management of Century Hall, a seven-acre outdoor park, and key community landmarks—including the Art Park, Windmill site, decorative corners, and Cranston entry features—the CRA creates vibrant spaces for residents to connect and thrive.

CRA programs, events, and initiatives are made possible through resident support and valued community partnerships. Sponsors play a key role in helping us deliver inclusive programming, maintain shared spaces, and strengthen connections across the community.

Our Mission

The CRA's mission is to enhance the quality of life for Cranston residents by fostering community connection through accessible amenities, well-maintained facilities, and inclusive events and programs, delivered in a financially responsible manner.

Community partnerships with local businesses support this mission by strengthening community events while creating meaningful opportunities for awareness and connection.



What We Offer

1 Event Sponsorship

Support a specific CRA event while gaining visibility and direct engagement with Cranston residents.

2 Youth Pathways Programs

Support youth by helping them grow and succeed—whether it's a vendor table or a Summer Camp internship.

3 Event Collaboration

Partner with the CRA to co-create experiences for Cranston residents that reflect shared values and goals.

4 Rink Board Advertising

Promote your business year-round with high-visibility rink board advertising at Century Hall.

Event Sponsorship

There are many ways to be involved as an event sponsor with the CRA. We host a wide variety of events, programs, markets, and activities for all age groups throughout the year. Event sponsorships allow us to create fun, memorable experiences for Cranston residents while supporting and showcasing local businesses by connecting them directly with our community. Our list of events can be found on the next page.

Partnership Engagement Options

Sponsors have the opportunity to engage directly with event attendees through a variety of customizable options, including on-site booth or table space (where applicable), banner or other physical branding at the event, and interactive experiences such as product sampling, giveaways, or service-based activations.

Marketing & Recognition

Event sponsors receive comprehensive recognition through logo placement across CRA marketing channels, including the website, social media, posters, and e-newsletters, along with mentions in event promotions and on-site recognition through signage and event announcements.

Support types and Pricing

The CRA offers flexible sponsorship options, including both monetary and in-kind support.

- **Annual Partnership Agreement:** Opportunities are available for sponsors supporting multiple events every year, with flexible pricing based on the event and level of participation.
- **Single-event sponsorships:** Start at \$300, with pricing adjusted based on event size and scope.
- **In-kind sponsorship:** Support CRA events through the donation of goods, services, or expertise in place of, or in addition to, monetary contributions. This may include items such as food and beverages, prizes, event supplies, entertainment and more.

Event Overview

Our events are primarily designed to serve Cranston residents. While non-residents are welcome to attend, promotion is generally directed to Cranston residents. Select signature events, such as the Stampede Breakfast are open to all.

Our fiscal year runs from April 1 to March 31, with Annual Partnership Agreements starting in April.

APR	Spring Fling	All ages event	300 attendees
MAY	Summer Kick-Off	All ages event	300 attendees
JUN	Neighbours Day	All ages event	200 attendees
JUL-AUG	Weekly Famers Market (8)	Open to all	50 per market
JUL	Stampede Breakfast	Open to all	6000 attendees
AUG	Amazing Race	Registered Event	60 Participants
SEP	Cranchella	Open to all	650 attendees
OCT	Halloween	All ages event	500 attendees
NOV	TBD - Fall Adult Event	Adult registered event	TBD
NOV	Christmas Market	Open to all	1700 attendees
DEC	12 Days of Christmas Giveaways	All Ages	Social Media
DEC	Winter Wonderland	All Ages Event	350 attendees
FEB	Family Day Skate	All ages event	50-100 attendees
FEB	TBD - Winter Adult Event	Adult registered event	TBD

Please note that events may change or be updated. If you have any questions about a specific event, we're happy to help—please reach out to us by email at cec@cranstonra.ca.

Youth Pathways Programs

Support Cranston youth by giving them space to grow and succeed—whether it’s a vendor table at our seasonal Farmers’ Markets or a Summer Camp internship. These opportunities help young people gain entrepreneurial and leadership experience while connecting with the community, with sponsors recognized through marketing channels, event promotions, and on-site visibility.

Youth Entrepreneur Farmers Market Tables

Support a young entrepreneur by sponsoring a youth vendor table at one of our seasonal Markets (Summer or Winter). Market sponsorship helps cover the cost of a vendor booth, giving youth vendors the opportunity to showcase and sell their products without the vendor cost while gaining valuable entrepreneurial experience. **This sponsorship includes a vendor booth at the market(s),** offering direct interaction with the community.

Sponsorship pricing varies based on the event and type of support, and we’re happy to discuss options that best suit each partnership. To showcase your business’ support, there will be logo placement across CRA marketing channels, along with mentions in event promotions and on-site recognition through signage and event announcements.

Cranston Summer Camp Internship Program

Sponsor a youth honorarium—interns receive an honorarium of \$750—and help empower the next generation of community leaders. Youth applicants are selected for one of eight internship positions, where they receive hands-on mentorship from our experienced team while developing valuable leadership skills through supporting our Day Camp programs. This internship represents the second level of our Leaders in Training program and directly supports our goal of building strong, capable leaders within the Cranston community.

Sponsorship pricing varies based on the type of support, and we’re happy to discuss options that best suit each partnership. To showcase your business’ support, there will be logo placement across CRA marketing channels, along with mentions in online promotions and on-site recognition through signage and announcements.

Event Collaboration **NEW!**

Work with the CRA to co-create unique events and experiences that bring Cranston residents together. This partnership allows your business to play an active role in shaping programming that reflects shared values and goals, while building meaningful connections with the Cranston community.

Collaboration opportunities may include:

Community Gatherings

Neighbourhood block parties, outdoor movie nights, cultural celebrations, or holiday-themed events that foster connection.

Youth & Teen Programming

Skill-building workshops, leadership sessions, career exploration events, or entrepreneurship-focused activities for youth.

Adult & Wellness Events

Fitness classes, wellness workshops, social nights, or educational sessions designed to engage adult residents.

Specialty Workshops & Classes

Hands-on workshops, demonstrations, or speaker events that showcase your business expertise and provide value to residents.

Recreation & Sports Activations

Rink events, tournaments, drop-in activities, or recreation-based programming that encourages active lifestyles.

Volunteer & Giving Initiatives

Community clean-ups, donation drives, or charitable events that align with shared community values.

Creative & Cultural Experiences

Art installations, performances, music events, or creative workshops that enhance the cultural life of Cranston.

We're open to ideas!

Send us an email and we'd be happy to collaborate with you.



Rink Board Advertising

NEW!

Rink board advertising offers year-round visibility for your business at the Century Hall rink, a high-traffic community space used for skating, hockey, programs, and special events. This opportunity is scheduled to launch toward the end of 2026 and will provide consistent exposure to Cranston residents while showcasing your support for local recreation and community activities.

Outdoor Rink Sponsorship Opportunities

The CRA outdoor rink is a high-traffic community space during the winter months, hosting hockey, open skating, programs, and increased use throughout the holiday season. Rink board advertising offers an opportunity for visible brand placement in a well-used recreational setting. As this program is currently in development, we invite interested partners to contact us by email to express interest and receive updates as details and logistics are finalized.



Let's Work Together!

To inquire about CRA partnership opportunities, please contact our *Community Experience & Engagement Specialist* at CEC@cranstonra.ca. We're happy to chat!



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Website

www.cranstonra.ca

Follow us on social media!

Facebook @CenturyHallCranston

Instagram @cranston.centuryhall

Thank you for considering partnering with us. We truly value every opportunity to work with local businesses and build meaningful community relationships.

