



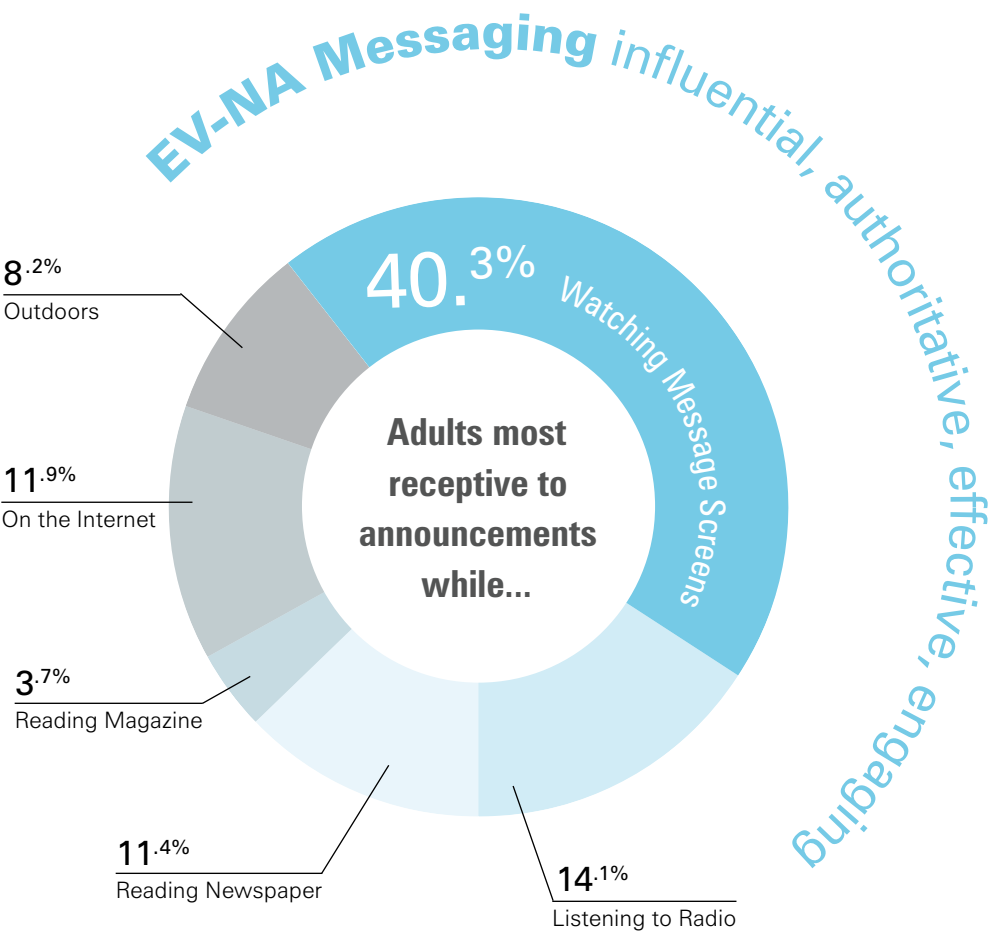
GET CONNECTED!

The Connection to East Village



NETWORK - SHARE - CONNECT

East Village Neighbourhood Association aggregates and shares content through communication. In addition - we provide a community where individuals and businesses can share information, network, explore and create opportunities.



The spark that seeds awareness

Viewing experience

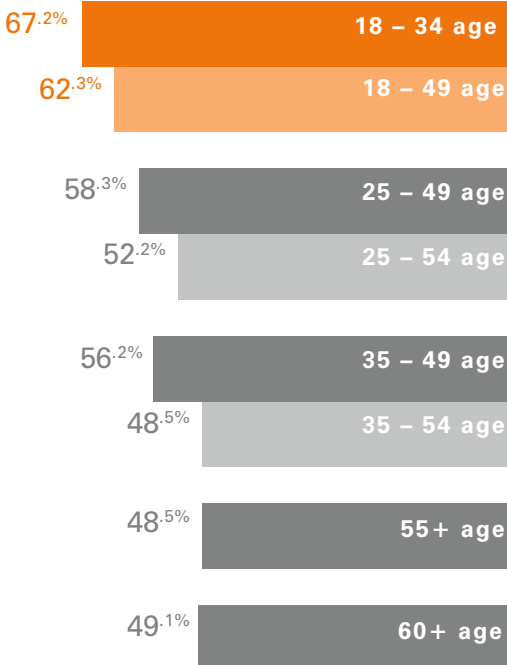
67%
say viewing
provides
the best
experience

78%
of viewing is
done in the
family room

48%
of viewing
is done with
others in the
room

Drives conversation online & offline, catalyst for connectivity

People who stop to watch announcements



EAST VILLAGE MESSAGE BOARD

The digital connection to East Village

Community and Culture

EV Message Board is used by people to communicate issues and events with our East Village neighbourhood that have cultural, social, political, recreational, educational, environmental and personal value.

Community bulletin boards are grassroots venues that enable people to acquire knowledge about the community they belong to. People tend to want to use them to share their culture, their hobbies, their knowledge, their values and their political activities. Community bulletin boards are generally posters in a centrally located area. EV Digital Message Board is electronic and viewed on a large screen, similar to a TV screen.



THINK LOCALLY, CONNECT GLOBALLY, THINK EV VILLAGE



Participate

Community Participation

Digital bulletin boards offer an efficient means to locally broadcast a message to a large number of people, and can provide a community with an accessible forum in which members can be engaged within publicly accessible settings. Where the message board will be located will very big impact on how it will be used. Public, semi-public or commercial locations that are visited by members of the communities are the best sites.



Partners

Community Partners

Community Partners are providing services that directly impact the vitality of East Village in a manner that is cultural, social, political, recreational, educational, environmental and personal value. Uploading events, messages and ads is free for not for profit organizations. Organizations that profit from EV residents will be charged a nominal fee, although we are exempting some of EV-NA strategic partners.



location

Community Site location

EV Message Board locations are driven by community needs, with current need to communicate with seniors. Our first locations include places where the seniors, such as their open space lobby. As we move forward the messaging will offer advertising opportunities for retail and business. Site locations will be optional for retail & business advertisers.



CONNECT TO EAST VILLAGE

Events, advertising and
community information upload

Anyone can upload and view
the **Message Board** by visiting
www.EastVillageCalgary.ca

Stay connected with the
happenings of East Village!

Events and Advertisements
are shown a minimum of
once per hour.

SPONSORED CONTENT

Increase Your Reach, Amplify Your Message

Provide valuable content to engage your audience and position your business or organization as an industry thought leader. The EV-NA portfolio provides a unique opportunity, ensuring that your content resonates with your audience.

Maximize Engagement By

- + Producing short, useful and interesting content

Increase Brand Awareness By

- + Highly engaging content supported by strong visual branding
- + Sponsoring content relevant to your key messages
- + Strategically placed advertising with a strong call-to-action

Achieve Your Marketing Objectives By

- + Increasing your reach & deliver specific messaging

OPPORTUNITIES

Events

- + **NOT FOR PROFIT**
- + FREE for events happening in East Village hosted by organizations contributing to EV-NA
- + **BUSINESS AND GENERAL COMMUNITY**
- + \$65.00 per event [maximum 2 months in advance of event]
- + \$295.00 per year, 6 pack of events

Advertise

- + **NOT FOR PROFIT**
- + FREE advertising [maximum 4 per year] for profit organizations that contribute to EV-NA
- + **BUSINESS AND GENERAL COMMUNITY**
- + \$95.00 per advertisement [maximum 2 months in advance of event]
- + \$495.00 per year, for 6 pack of advertisements.

Screens

- + Screens are installed in public areas where community events are held. There is no cost to venue, although internet connection is required. [wireless or hardware]
- + Screen rental is available for businesses allowing for reduced advertisement and event rates. Screen rentals are on three year contract. Maintenance and installation are included with rental.

Call Today!
We offer free training!

East Village Neighbourhood Association

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