

YEAR IN REVIEW

2019-2020



9,000+
ATTENDEES
Sackville Snow Days

80,692
ADVENT CALENDAR REACH



3,500+
ATTENDEES
Christmas Tree Lighting

16 RESTAURANTS PARTICIPATED 
SANDWICH WEEK



366
NOMINATIONS/VOTES
Business Awards

60 THRIVE
BUSINESS GROWTH CONFERENCE
CONFERENCE REGISTRANTS

THANK A BUSINESS CAMPAIGN
16,000
RACK CARDS MAILED TO SACKVILLE HOUSEHOLDS

1,000+ 
SERVED AT JAZZFEST BBQ



SPONSOR
CANADA DAY PARADE



Light Up
THE PARK
8,500
LIGHTS

HEALTH DIRECTORY
50+ BUSINESSES PARTICIPATED

65 ATTENDEES
MASTER CLASS MORNING



60
HOLIDAY
LIGHTS

32
BANNERS
MAINTAINED

3
BIKE RACKS
INSTALLED



73
HANGING
BASKETS

16 PLANTERS



**PRIDE WEEK
FLAGS FLOWN 26**
AT MEMBER BUSINESSES

50 CANADIAN
FLAGS FLOWN
AT MEMBER BUSINESSES



200
MEMBERS
ATTENDED
BUSINESS
BREAKFAST



560 CLEAN TEAM
MEMBER HOURS



130
BAGS OF LITTER
COLLECTED



325+
MEET & GREET
ATTENDEES

14 FIRST AID TRAINING PARTICIPANTS

23 WORKSHOP PARTICIPANTS 

32 CERTIFICATE PROGRAM GRADUATES

79 MEMBERS REGISTERED FOR HOLIDAY SOCIAL

\$5,334 GRANTED IN SIGNAGE UPGRADES 

10 NEW BUSINESSES OPENED 

16 NEWS STORIES 

16 RADIO INTERVIEWS 

COMMUNITY MONEY RAISED THROUGH SBA CAMPAIGNS

\$1,900 ACADIA PARK

\$1,000 WARMING CENTRE



2020-2021 SPONSORSHIP OPPORTUNITIES

LIGHT UP THE PARK

COST: \$250

Adopt-a-tree and help us light up Acadia Park. The trees will be lit at the Sackville Tree Lighting; attended by more than 4,000 people.

SACKVILLE SNOW DAYS

COST: \$500

More than 9,000 people participate in 28 events taking place over the long weekend in February.

BUSINESS BREAKFAST WITH KEYNOTE SPEAKER

COST: \$500

Exclusive to members of the SBA, this event is held in October in celebration of small business month.

MEET & GREET

Networking with local Sackville business people. You host and we'll promote! *Exclusive to member businesses.*

For more information, call 902-252-3099

6,398  Facebook Followers

2,412  Twitter Followers

992  Instagram Followers

103,408  Website Page Views

79,459  Unique Website Visitors

1,593  Newsletter Opens



47,284  DISCOVER SACKVILLE VIDEO VIEWS

SBA EVENTS

2020-2021



June

- 4** Meet & Greet
- 15** AGM



September

- 3** Meet & Greet



October

- 1** Meet & Greet
- TBD** Business Breakfast* in celebration of Small Business Week

November

- 5** Meet & Greet
- 27** Christmas Tree Lighting*



December

- 3** Meet & Greet
- TBD** Members Holiday Social

January

- 7** Meet & Greet

February

- 4** Meet & Greet
- 12-15** Snow Days*



March

- 4** Meet & Greet
- 6-17** Sackville Sandwich Week

Please note: event schedule is tentative and subject to change.
*Details dependent on health directives