

SPONSORSHIP OPPORTUNITIES



THE 31st ANNUAL **TEDDY BEARS' PICNIC**

MAY 28, 2017 • 9AM-5PM

ASSINIBOINE PARK

Rain or shine, teddy bears
will have a good time!



Why Sponsor the Teddy Bears' Picnic?

- Exposure! No other event in Manitoba provides you direct access to over 30,000 families and their children.
- Lead generation.
- Get your brand noticed.
- Knowledge that you are making a difference in the lives of sick children throughout Manitoba, Nunavut and North Western Ontario.
- It's 31 years strong! No other one-day event in Winnipeg can top that!



Be a Part of the Winnipeg Tradition!

Over 30 years ago, a group of volunteers got together to plan a fun and educational day for kids. Fast forward almost 31 years and the Teddy Bears' Picnic, presented by the Children's Hospital Foundation of Manitoba, has grown from seven tents to over 50 tents that provide a fun educational experience for the whole family. Join us for the 31st Teddy Bears' Picnic **Sunday, May 28th, 2017** and be a part of this Winnipeg tradition that has welcomed over one million children and their bears!

When you think of Teddy Bears' Picnic you think of children bringing their teddy bears to Assiniboine Park to be checked out at the Dr. Goodbear Clinic. What you might not realize is that the Dr. Goodbear Clinic is actually the Children's Hospital recreated to show kids that the hospital is a helpful place to come, making the child feel comfortable. Although this is a child health awareness event, the Picnic has managed to raise money to help purchase vital medical equipment, fund ground-breaking research and provide programs that bring comfort to sick children and their families during difficult times. Proceeds support the Children's Hospital Foundation of Manitoba.





Sponsorship Levels and Benefits

DR. GOODBEAR BASKET (TWO OPPORTUNITIES)

» MAIN STAGE – \$15,000

» DR. GOODBEAR CLINIC – **SOLD OUT**

- Recognition signage - banner across top of main stage/ banner across entrance of Dr. Goodbear Clinic
- 40' x 40' tent size or activity space
- 6' x 3' banner at entrance of tent or activity space
- Your logo printed on all Picnic recognition pieces
- Logo featured in pre-promotional school hand-outs (approximately 50,000)
- Your name featured in all public service announcements
- Special recognition by main stage MCs
- Opportunity to distribute print material on-site (to be approved in advance by the Children's Hospital Foundation of Manitoba)
- Opportunity for cheque presentation interview at the Christmas for Kids Radiothon
- A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the Income Tax Act

PLATINUM BASKET – \$10,000

- 40' x 40' tent size or activity space
- 6' x 3' banner at entrance of tent or activity space
- Your logo printed on all Picnic recognition pieces
- Special recognition by main stage MCs
- Opportunity to distribute print material on-site (to be approved in advance by the Children's Hospital Foundation of Manitoba)
- Opportunity for cheque presentation interview at the Christmas for Kids Radiothon
- A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the Income Tax Act

GOLD BASKET – \$5,000

- 20' x 40' tent size or activity space
- 3' x 2' banner at entrance of tent or activity space
- Your logo printed on all Picnic recognition pieces
- Special recognition by main stage MCs
- Opportunity to distribute print material on-site (to be approved in advance by the Children's Hospital Foundation of Manitoba)
- A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the Income Tax Act

SILVER BASKET – \$3,500

- 10' x 10' tent size or activity space
- 3' x 2' banner at entrance of tent or activity space
- Your company name printed on all Picnic recognition pieces
- Special recognition by main stage MCs
- Opportunity to distribute print material on-site (to be approved in advance by the Children's Hospital Foundation of Manitoba)
- A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the Income Tax Act

BRONZE – \$2,000

- Your name printed on all Picnic recognition pieces
- Special recognition by main stage MCs
- A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the Income Tax Act

SITE MAP



The CHILDREN'S HOSPITAL FOUNDATION OF MANITOBA is dedicated to ensuring that every child treated at the Children's Hospital receives the best medical care possible.

The Foundation works hard to raise and distribute funds for the advancement of knowledge and care in the fields of child health and child health research, thereby contributing to the improved health of children everywhere.

Say "YES" to being a part of Canada's largest children's event.

Say "YES" to the 2017 Teddy Bears' Picnic!

SAVE YOUR SPACE TODAY!

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