



SPONSORSHIP

SPONSORS PACKAGE



Table of Contents

Introduction..... 3

SPONSORSHIP LEVELS & BENEFITS..... 4

Gold Level \$5,000.00 + Cash or In-Kind Donation..... 4

Silver Level \$3,000.00 + Cash or In-Kind Donation..... 4

Bronze Level \$1,000.00 + Cash or In-Kind Donation 4

WRITE YOUR OWN DEAL..... 5

Picnic in the Park Requirements (approximates) 5

Food:..... 5

Entertainment: 5

Miscellaneous:..... 5

DONATION FORM..... 6

 Donor Information (please print or type) 6

 Pledge Information..... 6

 Acknowledgement Information..... 6

THANK YOU 7



PICNIC IN THE PARK
Saturday August 21st, 2010
St. John's Park

Introduction

The "Picnic in the Park" is an annual Family fun day event to promote a positive image, and celebrate the cultural diversity of the North End of Winnipeg. The North End encompasses eleven neighborhoods within the boundaries of: Carruthers and Matheson Avenues (North); the CPR Railway Tracks (South); the Red River (East); and Mc Phillips Street (West). Please see the attached *Map of North End Boundaries*.

Since its inception in 1999 the event has grown in scope, attendance, and number of community partners involved. In 1999 the Picnic in the Park event was the sole initiative of the North End Renewal Community Corporation (NECRC), and was attended by approximately 500 North End residents. Current community partners include; North End Community Renewal Corporation (NECRC), Mount Carmel Clinic, City of Winnipeg, Graffiti Art Programming (GAP), Indian Family Centre (IFC), Aboriginal Visioning for the North End, Community Financial Services Centre (CFSC), PATH Resource Centre, and Sports Programs in Inner-City Neighbourhoods (SPIN). In 2009 the Picnic in the Park event hosted over 83 local organizations, vendors, and sponsors making this year's event one of the largest to be held in the North End with an attendance of approximately 3,000 people of all ages.

A key focus of the Picnic is to include active participation and involvement by all those in attendance. This is achieved through interactive and participatory children's activities and games such as; tug-o-war, soccer, football, swimming, Frisbee, etc. The free prizes that are distributed to all of the children in attendance also promote physical activity, and have included items such as: skipping ropes, mini-footballs, Frisbees, soccer balls, etc. The music and entertainment on the Main Stage highlights the diverse cultural community and also encourages movement and physical activity through dancing and crowd participation. The event and the food provided are reminiscent of an old fashioned family picnic (rain or shine).

The park itself also indirectly promotes physical activity. The majority of the individuals who attend the event walk to and from, or cycle from various areas throughout the North End. The large size of the park and locations of the various venues also facilitates a great deal of walking in order to take in all of the attractions. A free bicycle valet and repair service is also provided for cyclists.

The event continues to be sustainable as a direct result of the dedication and effort of all of the community partners. The community partners contribute to the success of the event through the provision of their time and expertise involved in planning the event, event publicity and promotion, event volunteers, in-kind donations (food, prizes, equipment, fee waivers, etc.), and financial contributions.



SPONSORSHIP LEVELS & BENEFITS

GOLD LEVEL

\$5,000.00 + Cash or In-Kind Donation

- One (1) large banner attached to/or on the Main Stage during event
- One (1) large banner on-site during event
- Prominent placement of your logo, and mentions in all media releases
- Prominent placement of your logo on Volunteer T-shirts and/or featured Picnic in the Park promotional items
- Opportunity to distribute your promotional materials (t-shirts, hats, water bottles, etc.) at a display booth during the event
- Certificate of Appreciation after the event
- Formal "Thank You" in community newsletters and other media
- Inclusion of your logo on Picnic in the Park letterhead for next year's event
- Community goodwill
- Charitable Tax receipt

SILVER LEVEL

\$3,000.00 + Cash or In-Kind Donation

- One (1) banner on-site during event
- Placement of your logo on all posters and print material
- Opportunity to distribute your promotional materials (t-shirts, hats, water bottles, etc.) at a display booth during the event
- Certificate of Appreciation after the event
- Formal "Thank You" in community newsletters and other media
- Community goodwill
- Charitable Tax receipt

BRONZE LEVEL

\$1,000.00 + Cash or In-Kind Donation

- Signage with your logo on-site during event
- Opportunity to distribute your promotional materials (t-shirts, hats, water bottles, etc.) at a display booth during the event
- Formal "Thank You" letter
- Certificate of Appreciation after the event
- Community goodwill
- Charitable Tax receipt

NOTE: Banners and logo to be provided by Sponsor (banner not to exceed 8' x 3 ½')
Deadline for logo submissions for media releases: Friday May 28th, 2010

WRITE YOUR OWN DEAL

The “write your own” sponsorship deal offers you the opportunity to customize a package to suit your specific requirements. You can decide to provide a combination of financial and/or in-kind supports, or you may want to sponsor one of the requirements listed below:

Picnic in the Park Requirements (approximates)

Food:

- 2500 Bunwiches (approx. \$3.00 each); 50 bags of ice (5 lb); 6,000 bottles of water (500 ml); 3,500 juice boxes; 3,500 apples; 8 propane tanks (20 lb); etc.

Entertainment:

- Honorariums for entertainers; children’s arts & crafts supplies; children’s prizes; door prizes; etc.

Miscellaneous:

- Rental of portable toilets & hand-washing stations; refrigeration truck rental (Ryder); permit fees (food, park, noise, etc.); rental of 75 tables & 175 chairs; 120 volunteer t-shirts; 2 first aid attendants (St. John’s Ambulance); event security; advertising & PR; Volunteer Appreciation Luncheon (after the event); handicap bus rental; rental of 2 portable stages; rental of 14 gazebos; etc.

We thank you for your time and consideration of our request. For further information or to confirm your support, please contact the Sponsorship Committee.

Sincerely,

Debra Joyal

Phone: 586-9853 (ext #1)

Fax: 582-6006

E-Mail: djoyal@mountcarmel.ca

Melanie Thorassie-Duck

Phone: 927-2332

Fax: 582-2801

E-Mail: melanie@necrc.org

Simone Beaudet

Phone: 927-2336

Fax: 582-2801

E-Mail: simone@necrc.org





Donation Form

Donor Information (please print or type)

Organization			
Contact Name			
Billing Address			
City	Province:	PC	
Telephone (business)			
Fax			
E-mail			

Pledge Information

I (we) pledge a total of \$_____ to support 2010 Picnic in the Park.

I (we) plan to make this contribution in the form of:

_____ cash _____ cheque _____

Acknowledgement Information

Please use the following name(s) in all acknowledgements:

--

_____ I (we) wish to have our gift remain anonymous.

Signature(s)
Date

Please make cheques, corporate matches, or other gifts payable to:

**North End Revitalization Inc. (NERI)
509 Selkirk Avenue
Winnipeg, MB R2W 2M6**

Please return your completed form by mail to: **Picnic in the Park
c/o NERI
509 Selkirk Ave., Wpg, Mb
R2W 2M6**

Or fax to: **582-2801 Attention: Melanie**
(a charitable receipt will be provided upon request)



THANK YOU 2009 SPONSORS / PARTNERS



**Aboriginal Centre of Winnipeg
Assembly of Manitoba Chiefs
Brenda McLean
Cathedral Church of St. John
George Hicks**

**IGA
Leskiew & Associates
Native Fire Fighters Association
Neighbourhoods Alive
South Beach Casino**

