

# 2021 Markham Carnival

"Embracing the future"

Cooking Competition | Dancing Competition | Photo Competition



MARKHAM  
CARNIVAL

Competitions Sponsorship Package



# MAIN ORGANIZERS

## Markham Wesley Centre (MWC)



- Missions:
  - ✓ Promote cultural harmony and diversity of the York Region
  - ✓ Enhance the overall well-being of individuals in York Region through social, recreational and physical activities
  - ✓ Assist new immigrants to adapt to new lives in Canada

## Markham Peoples Community Church (MPCC)

- A church for all nations
- With Christ, Compassion and Community in mind, embraces the diverse cultures, ethnicities and languages of our community
- To serve the community with an auditorium/sanctuary, youth centre, children centre and other modern facilities

# AUDIENCE

## Local outreach

Across ethnic groups and all ages in the GTA community, in particular the young generation.

## Across the globe

With our virtual programs, physical locality will not be a constraint to participate in the event.



# Competitions Sponsorship At a Glance

SPONSORSHIP	\$1,500	\$800	\$300 (PRODUCTS)	\$300 (SUPPORTERS)
Competition Title	✓			
Presents Awards	✓	✓		
Corporate Video	✓	✓		
Logo on Collaterals	✓	✓		
Corporate banner on site	✓			
Press Conference Attendance	✓	✓	✓	
Theatre rental discount	✓	✓	✓	
Logo on Social Media & Competition Webpage	✓	✓	✓	✓
100% Tax Receipt for individual donors				✓

# Competition Sponsorship At a Glance

- **Cooking**
- **Dance**
- **Photo**

Please refer to individual sponsorship level slides for details

**\$1,500**

## Competition Title Sponsor

**1**

Competition titled with the company name

**2**

Corporate logo on all social media platforms and collaterals

**3**

2-minute corporate video on competition landing page

**4**

Hyperlink to corporate site on competition landing page

**5**

Invitation to event press conference

**6**

Invitation to present awards

**7**

Corporate banner on site on competition dates

**8**

20% rental discount for Peoples Theatre of Performance Arts

# \$800

## Diamond Sponsor

1

Corporate logo on social media platforms and collaterals for the respective competition

2

1-minute corporate video on competition website landing page

3

Hyperlink to corporate site on competition landing page

4

Invitation to event press conference

5

Invitation to present awards

6

15% rental discount for Peoples Theatre of Performance Arts

# \$300

## Product Sponsor

Cash or products of the same worth at Manufacturer Suggested Retail Price (MSRP)

1

Corporate logo on all social media platforms for respective competition

4

Invitation to event press conference

2

Corporate Logo on the competition landing page

5

5% rental discount for Peoples Theatre of Performance Arts

3

Hyperlink to corporate site on competition landing page



# \$300

## Supporters

1

Corporate logo on all social media platforms for respective competition and webpage

2

100% tax receipted for individual sponsor

# Markham Carnival Competitions

## "Youth Can Cook" Cooking Competition



- 2 sections:
  - (a) Professional section – professionally trained chefs under age 40
  - (b) Open section – any team of 1 – 3 people, at least one under age 25
- Submit 3-5 min video on preparation, cooking & presentation
- Videos of 10 shortlisted recipes posted on social media for voting of “People’s Choice”
- Invite the first winners to demonstrate the dish during Markham Carnival
- Invite dignitaries and VIPs to taste the winning dishes and present prizes at Markham Carnival

# Markham Carnival Competitions

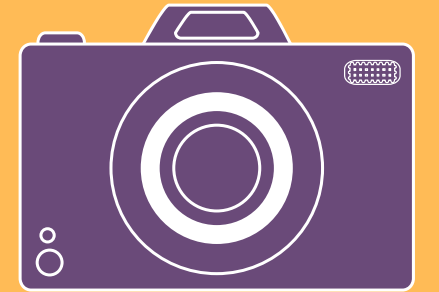
## Peoples Dance Competition

- Partner with StarCatchers Dance Festival
- Expected to have more than 200 entrants
- 3 age groups: (a) under 8; (b) 9 – 13; (c) 14 – 18
- Categories: (i) general dance; (ii) Jazz; (iii) Hip-hop; (iv) Ballroom
- Part of the competition will be livestreamed during Markham Carnival



# Markham Carnival Competitions

## Peoples Photo Competition



- 2 sections:
  - (a) Open section – photos of any content and style
  - (b) COVID section – photos illustrate people’s resilience surviving COVID, support for each other, and respect to the frontline workers
- 2 age categories: (a) Under 18; (b) 18+
- 10 images shortlisted in each section to be posted for voting for “Peoples’ Choice”
- 3 winners in each section

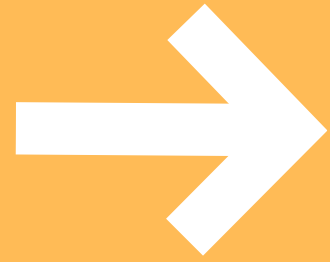
# SUPPORTED BY

## **Peoples Theatre for the Performing Arts (The Theatre, PTPA)**

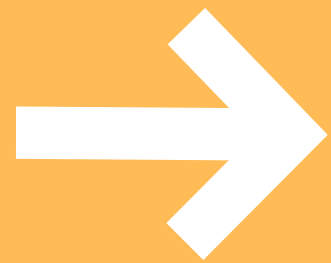
- Part of the Markham Peoples Community Church
- Serve the community and the church with modern entertainment elements that include a large and sophisticated electronic screen system, excellent acoustics and 771 theatre-grade seats
- Offers a variety of events like dance recitals, school productions, school graduations, musicals, and so much more

## **YES Café**

- Located in the Markham Wesley Centre
- YES stands for **Young Entrepreneur Start-ups**
- Offers a platform of experiential learning for young entrepreneurs and prepare them to become “micro” business entrepreneurs with advanced food technologies for a disruptive dining experience.



**Support the grandiose  
vision of the YES Café**



**Support the development  
of youth programs**

**Fundraising Goal**  
**\$200,000**



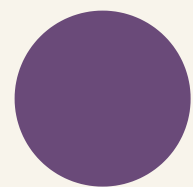
# Exposure Opportunities and Media Impacts

## Social media exposure - Digital marketing strategy

- Focus and invest in digital marketing to create maximum impacts and to draw the greatest possible amount of traffic to the different webpages starting April 1 st , 2021, 5 months before the event and leading up to the event days
- Paid advertisements include but not limited to social media platforms such as Facebook and Instagram as well as local influencers such as Blog TO, Toronto.com, CCUE. Sponsors' logo will appear on all the social media

# Exposure Opportunities and Media Impacts

## Program Landing Pages



- Sponsors' logos will appear on the sponsorship section of the landing pages and the activity pages of the Markham Carnival website
- Maximize traffic through different strategies such as public online voting for finalists in the cooking and photo competition





# Exposure Opportunities and Media Impacts

## Press Conference

- Sponsors will be invited to press conferences
- Event launched on local free online print media

## Collaterals

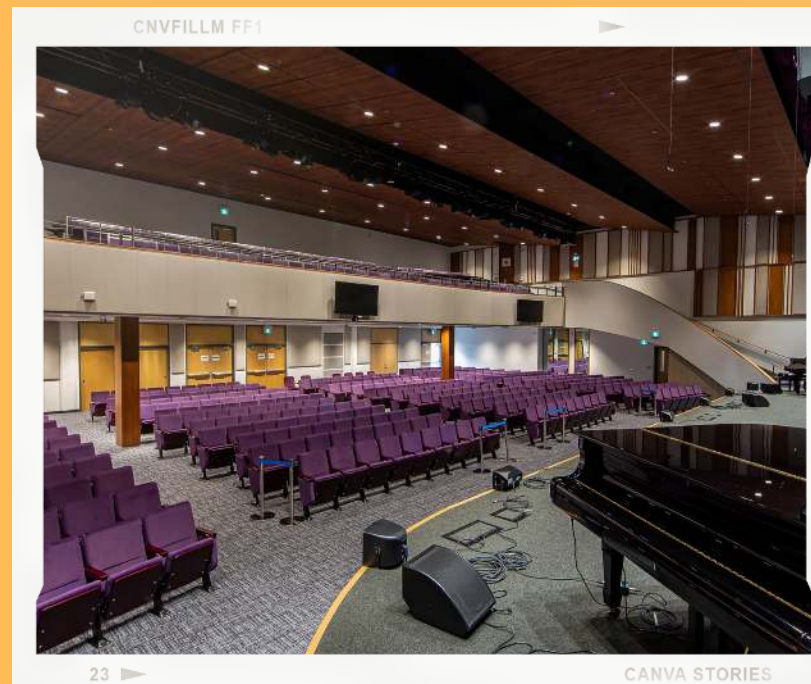
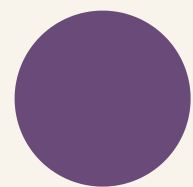
- Relevant sponsors' logos on the events' collaterals such posters and flyers, banners, and tickets

## Partners' website and their networks

- Event posted on our partners' websites and their social media.
- Some of the partners are: YES Café, Gusta Cooking Studio, Dreamday PhotoStudio, StarCatchers Dance Festival, and the list is growing

# Exposure Opportunities and Media Impacts

Promotion at Organizers'  
Websites  
& their Physical Locations



## Markham Wesley Centre

- The Centre has more than 2,300 members
- In the past 6 months: delivered 160 workshops and programs (average of 27 workshops/month)
- Total of 6,768 participant head counts and 9,728 followers/visits on its social media

## Peoples Theatre for Performing Arts

- Regularly booked by dance competition organizers and other performance producers
- Visited by thousands of competition organizers, performers and audience from all walks of life



**Markham Peoples  
Community Church**

# Exposure Opportunities and Media Impacts

**Promotion at Organizers'  
Websites  
& their Physical Locations**

- Has built its capacity to transform into a digital church that reach out to local and global communities
- One recent example: an online workshop in February on the “impacts of instant messaging platforms on the church evangelical work” has reached over 8,000 viewers
- Promote the event to all churches and community agencies in GTA, and through the personal networks of the Church’s and the Centre’s members, volunteers, and staff

# Sponsor Benefits

## Peoples Theatre for Performance Arts rental discount

- Sponsors are offered rental discount for the Theatre
- Levels of discount are stated in the Sponsor Tiers in the following page. The offer is valid for 1-year period starting from September 1, 2021 to August 31, 2022. Advanced booking is required. There are black out periods (for instance one week and after week the statutory holidays), and change may apply without prior notice



**To support  
& sponsor**



**How to become a sponsor?**

# To support & sponsor



The form is titled "2010 Markham Carnival Sponsorship Commitment Form". It features logos for Markham Carnival, Markham Wesley, and MPCC (Markham Peoples Community Church) at the top. The form includes fields for Company Name, Contact Person (First and Last Name), Mailing Address, Phone, Fax, and Email. It also has a section for "Description of products or services provided".

**Sponsor for (Check all that applies):**

- Markham Carnival
- Youth Can Cook Competition
- Dance Competition
- Photo Competition

**Carnival Sponsor Packages**

- Event Title (ET): \$5,000
- Gold (G): \$3,000
- Silver (Si): \$1,000
- Bronze (B): \$300

**Competition Sponsor Packages**

- Competition Title (CT): \$3,000
- Diamond (D): \$1,500
- Product (P): \$500
- Supporter (S): \$300

Signature of applicant: \_\_\_\_\_ Date of Signing: \_\_\_\_\_

**Payment Method**

**Visa / Mastercard**      **Cheque**

Total: \_\_\_\_\_      Total: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_      Cheque Number: \_\_\_\_\_

Card Number: \_\_\_\_\_      Date Received: \_\_\_\_\_

Expiry Date: \_\_\_\_\_      \* Please make cheque payable to "Markham Wesley Centre"

Authorized Signature: \_\_\_\_\_

Charitable Registration No: 811500115RR0001

**For Office Use Only**

Client handled by: \_\_\_\_\_

Approved by: \_\_\_\_\_

Event Coordinator Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Contact us for the Sponsorship Commitment Form and details

For more information, please contact us below:

647-946-2678

[info@markhamcarnival.com](mailto:info@markhamcarnival.com)

[www.markhamcarnival.com](http://www.markhamcarnival.com)

# CONTACT US



**MARKHAM  
CARNIVAL**

