

2021 Markham Carnival and Blessing Walk

"Embracing the future"



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.



Sponsorship At a Glance

Markham Carnival Event Sponsorship At a Glance

SPONSORSHIP	\$10,000	\$3,000	\$1,000	\$300
Welcome speech at opening ceremony	✓			
Video at event press conference	✓			
Corporate banner on site	✓			
Video on Social Media	✓	✓		
Logo on Newsletter, Digital Outreach	✓	✓	✓	
Logo on Social Media & Collaterals	✓	✓	✓	
Theatre rental discount	✓	✓	✓	
Logo on website sponsorship page	✓	✓	✓	✓
Press Conference Attendance	✓	✓	✓	✓

Please refer to individual sponsorship level slides for details.

\$10,000 Event Sponsor

1

Logo on promotional materials, including newsletter, digital outreach and collaterals

2

3-minute welcome speech during our opening ceremony

3

Acknowledgement with corporate video at event press conference

4

1-minute video on social media

5

Corporate banner on site

6

Hyperlink to corporate site on event webpage

7

Logo on website sponsorship page

8

Invitation to the event press conference

9

30% rental discount for Peoples Theatre of Performance Arts

\$3,000

Gold Sponsor

1

Corporate logo on all newsletters, digital outreach and collaterals

2

1-minute video on social media

3

Hyperlink to corporate site on event webpage

4

Logo on website sponsorship page

5

Invitation to the event press conference

6

20% rental discount for Peoples Theatre of Performance Arts

\$1,000

Silver Sponsor

1

Corporate logo on all social media pages about the event and all collateral

2

Logo on website sponsorship page

3

Hyperlink to corporate site on event webpage

4

Invitation to the event press conference

5

10% rental discount for Peoples Theatre of Performance Arts

\$300

Bronze Sponsor

1

Logo on website sponsorship page

2

Hyperlink to corporate site on event webpage

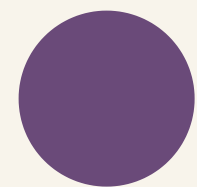
3

Invitation to the event press conference



Programs

**Two-day event
on Aug 28 - 29, 2021**



Markham Carnival Programs

1

Blessing Walk

Virtual annual walkathon

2

"Youth Can Cook" Competition

Cooking competition for both young professional chefs and the public

3

Peoples Dance Competition

Recruit over 200 entrants under age 18 across the province

4

Peoples Photo Competition

Virtual photo competition with two sections (Open and COVID section)

5

Youth Got Talent Performance

Two part talent performance at the carnival

6

English Performance

Engaging performance targeted at English-speaking youth audience

7

Charity Concert: No Mountain Too High

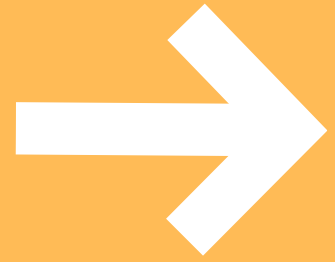
Virtual charity singing performed by charity singers that will be live-streamed

8

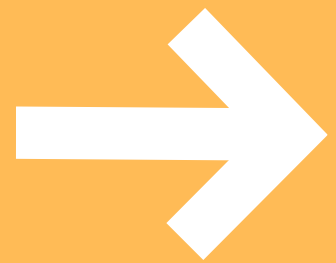
Mini-carnival

In person games & activities for children subject to city health restrictions

10



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



**Support the development
of youth programs**

Fundraising Goal
\$200,000

Exposure Opportunities and Media Impacts

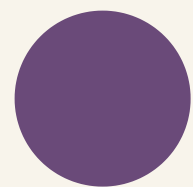
Social media exposure - Digital marketing strategy



- 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

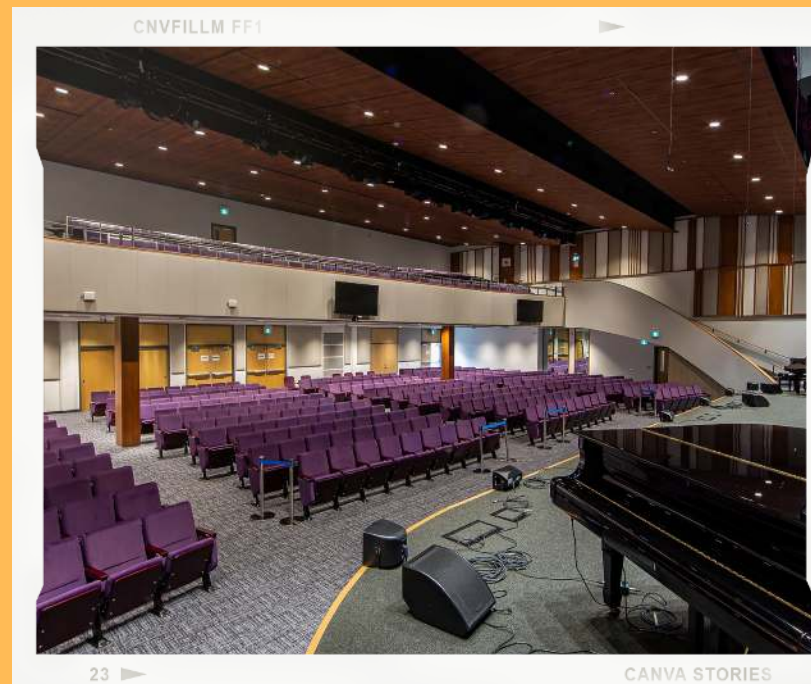
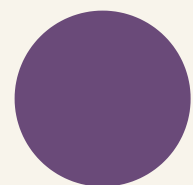
- Relevant sponsors' logos on the events' collaterals such posters and flyers, banners, and tickets

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). 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 "Sponsor for" with checkboxes for Markham Carnival, Youth Can Cook Competition, Dance Competition, and Photo Competition. Below this are two columns of "Sponsor Packages": "Carnival Sponsor Packages" (Event Title (ET): \$5,000, Gold (G): \$3,000, Silver (Si): \$1,000, Bronze (B): \$300) and "Competition Sponsor Packages" (Competition Title (CT): \$3,000, Diamond (D): \$1,500, Product (P): \$500, Supporter (S): \$300). There are signature lines for the applicant and the date of signing. A "Payment Method" section offers "Visa / Mastercard" and "Cheque" options, with corresponding fields for cardholder name, card number, expiry date, cheque number, and date received. A note states: "* Please make cheque payable to 'Markham Wesley Centre'". At the bottom, there is a "For Office Use Only" section with fields for "Client handled by:", "Approved by:", "Event Coordinator Signature:", and "Date:". The Charitable Registration No. 811500115RR0001 is also listed.

Contact us for the Sponsorship Commitment Form and details

For more information, please contact us below:

647-946-2678

info@markhamcarnival.com

www.markhamcarnival.com

CONTACT US



**MARKHAM
CARNIVAL**

