

2022 Markham Carnival



**"Let Youth Thrive"-
Supporting Children & Youth Holistic Wellbeing**

Sponsorship Package



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	✓	✓	✓	
Program Book Advertisements	✓	✓	✓	✓
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

Ads on back cover of program book

7

Invitation to the event press conference

8

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 Ads on inside front or back cover of program book

4 Invitation to the event press conference

5 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

Full-page ads in program book

3

Invitation to the event press conference

4

10% rental discount for Peoples Theatre of Performance Arts

\$300

Bronze Sponsor



Half-page ads in program book

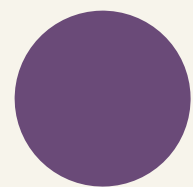


Invitation to the event press conference



Programs

Aug 14 - Sep 3



Markham Carnival Programs

1

Badminton Tournament

Charity tournament

Aug 14th (Sun)

Time: 2:00 Pm – 7:00 Pm

2

Table Tennis Tournament

Charity tournament

Aug 21st (Sat)

9:00 am – 8:00 pm

3

Charity Singing

An annual and multicultural concert brought by 28 different singers.

Aug 27th (Sat)

2:00 Pm – 6:00 Pm

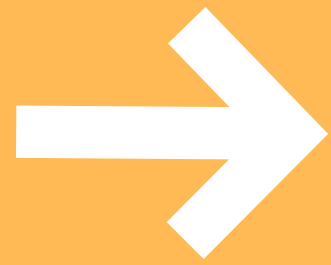
4

Blessing Walk

Annual fundraising walkathon

Sep 3rd (Sat)

9:30 Am - 1:00 Pm

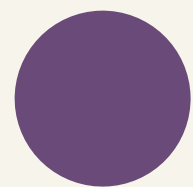


**Support the development
of children and youth
wellness programs**

**Fundraising Goal
\$150,000**

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 social media starting July 1st , 2022, 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



Press Conference

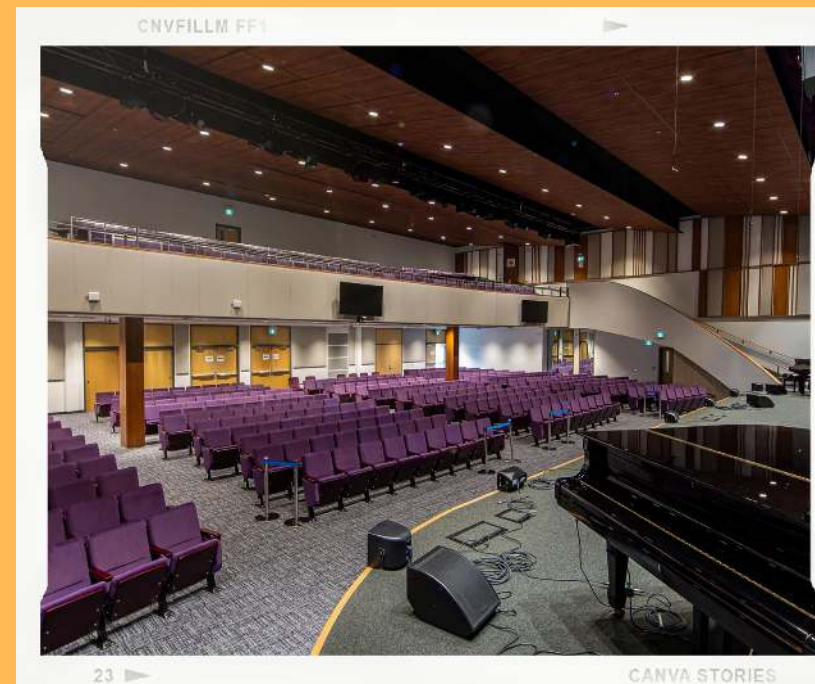
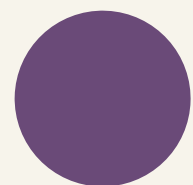
- Sponsors will be invited to press conferences
- Event launched on local free online and print media

Collaterals

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

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

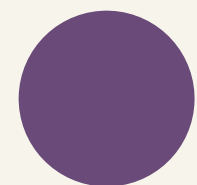
- Regularly booked by dance competition organizers and other performance producers
- Visited by thousands of competition organizers, performers and audience from all walks of life



**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
- 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

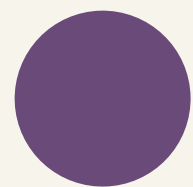
Sponsor Benefits

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, 2022 to August 31, 2023. 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



2022 Markham Carnival Sponsorship Commitment Form

Company Name: _____

Contact Person: First Name: _____ Last Name: _____

Mailing Address: _____

Phone: _____ Fax: _____ Email: _____

Description of products or services provided: _____

Sponsor for (Check all that applies):

Markham Carnival

Blessing Walk

Charity Singing

Carnival Sponsor Packages

Event Title (ET): \$10,000

Bronze (B): \$300

Gold (G): \$3,000

Product (P): \$300

Silver (Si): \$1,000

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

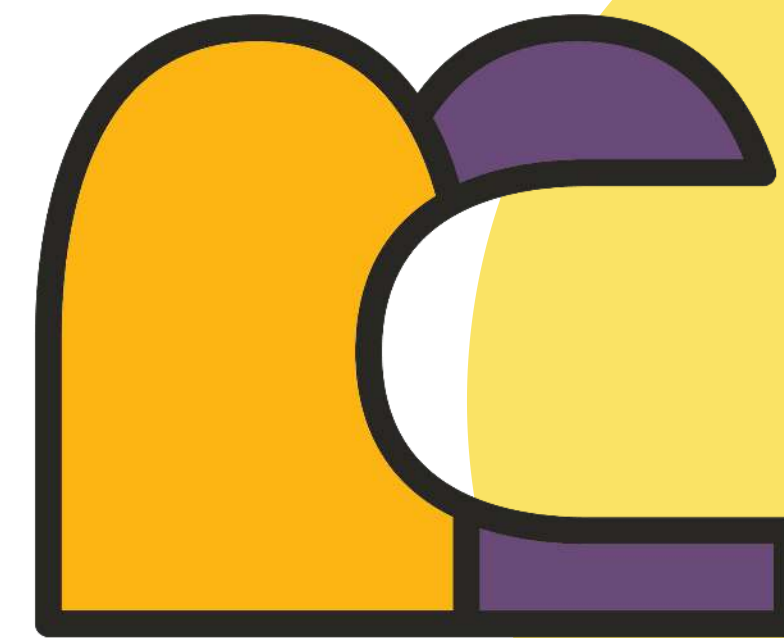
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www.markhamcarnival.com

www.markhamwesley.com

www.mpcchurch.ca

CONTACT US



MARKHAM CARNIVAL

