



35th ANNUAL

Teddy Bears' Picnic

by Children's Hospital
Foundation of Manitoba

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 8, 2024

ASSINIBOINE PARK



Help bring back a Winnipeg tradition! More than 35 years ago a group of dedicated volunteers got together to plan a fun and educational day for kids – Teddy Bears’ Picnic. The event has welcomed over one million children and their bears to learn that the hospital is a helpful place, making kids feel comfortable in healthcare settings.

For 33 years, until the worldwide pandemic, the Picnic happened every single year. COVID-19 prompted health restrictions and the staff vital to running the event, like healthcare teams at HSC Children’s, were needed to attend to urgent needs in the hospital and community. In 2020, Foundation staff hosted a virtual picnic. Now, we’re ready to welcome the return of this fun and exciting family event in person.

Join us for the 35th annual Teddy Bears’ Picnic, hosted by Children’s Hospital Foundation of Manitoba, on **Sunday, September 8, 2024**, at Assiniboine Park. All proceeds support kids in your community who need HSC Children’s Hospital and will go towards life-saving equipment, leading-edge research at Children’s Hospital Research Institute of Manitoba (CHRIM) and programs that provide comfort to families during difficult times.

Why sponsor Teddy Bears’ Picnic?

- Exposure! Teddy Bears’ Picnic has an audience of over **30,000 families and their children**.
- Your brand will be **noticed and celebrated** as a supporter of our community.
- Knowledge that **you’re making a difference** in the lives of families throughout Manitoba, Nunavut and Northwestern Ontario.

Say YES to #GiveBetterFutures... **let’s make anything possible!**
















TO BECOME A SPONSOR OR OTHER INQUIRIES CONTACT:
ANGELA@EVENTS@GOODBEAR.CA OR 204-781-1158.


























SPONSORSHIP OPPORTUNITIES

	PRESENTING \$30,000	MAIN STAGE \$20,000	FAMILY COMFORT \$15,000	I WANT TO BE A SCIENTIST TENT \$15,000
Number of Opportunities	1	1	1	1





AT TEDDY BEARS' PICNIC

Recognition signage	AT DR. GOODBEAR CLINIC	AT MAIN STAGE	AT FAMILY COMFORT STATIONS	AT I WANT TO BE A SCIENTIST TENT
Logo printed on all Picnic recognition materials				
Featured in all public service announcements				
Special recognition by main stage emcee				
Opportunity for cheque presentation interview at Teddy Bears' Picnic main stage				
Opportunity for employees to volunteer and wear company branded materials				


FOUNDATION PUBLICATIONS

Listing in annual report as community supporter				
Listing on donor wall				
Logo on event listing on goodbear.ca				
Featured in Foundation newsletter inviting public to event				
Included in Thank You social post leading up to event				
Included in Thank You social post following event				

OUTSIDE MEDIA

Included in Thank You article published in Winnipeg Free Press				
Included in event media release				

PRIVATE TOUR

Tour of Children's Hospital Research Institute of Manitoba for up to 8 guests				
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*In keeping with CRA guidelines if a charitable tax receipt is required no logo can be used on website or event materials.
If you have questions, please contact Angela Caron at (204) 781-1158

*In accordance with the Canada Revenue Agency regulations, sponsors will receive a letter from the Foundation which will state the full value of their sponsorship which can be applied against company marketing budgets.










SPONSORSHIP OPPORTUNITIES

	WORRY BEAR TENT \$15,000	VOLUNTEER HOSPITALITY TENT \$10,000	PRINTING SPONSOR \$10,000	FOOD TRUCK SPONSOR \$7,500
Number of Opportunities	1	1	1	1








AT TEDDY BEARS' PICNIC

Recognition signage	AT WORRY BEAR TENT	AT VOLUNTEER HOSPITALITY TENT	ON PRINTED GUEST MAP	AT FOOD TRUCK
Logo printed on all Picnic recognition materials				
Special recognition by main stage emcee				
Opportunity for employees to volunteer and wear company branded materials				

FOUNDATION PUBLICATIONS

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Listing on donor wall				
Logo on event listing on goodbear.ca				
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OUTSIDE MEDIA

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SPONSORSHIP OPPORTUNITIES

	GOLD BASKET \$7,500	SILVER BASKET \$5,000	BRONZE BASKET \$2,500
Number of Opportunities	10	15	UNLIMITED

AT TEDDY BEARS' PICNIC

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