



36<sup>th</sup> ANNUAL

# Teddy Bears' Picnic

by Children's Hospital  
Foundation of Manitoba

## SPONSORSHIP OPPORTUNITIES

SEPTEMBER 7, 2025

ASSINIBOINE PARK

I WANT TO BE  
A SCIENTIST



@chrimanitoba



**Be part of a Manitoba tradition!** More than 36 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 health care settings.

In 2024, thanks to generous community support, Children's Hospital Foundation of Manitoba welcomed back the first in-person Teddy Bears' Picnic after a *paws* due to the worldwide pandemic. With an attendance topping over 35,000 people and more than 2,000 teddy bear patients being treated in the Dr. Goodbear Clinic, it was a *beary* successful day for kids and families.

Join us for the 36th annual Teddy Bears' Picnic on **Sunday, September 7, 2025**, at Assiniboine Park. All proceeds support kids in your community who need Manitoba's only children's hospital and will go towards life-saving equipment, programs that provide comfort to families during difficult times and leading-edge research at Children's Hospital Research Institute of Manitoba (CHRIM).

## 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 #ContinueCaringForKids... **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	ENTERTAINMENT \$25,000	MAIN STAGE \$20,000	I WANT TO BE A SCIENTIST TENT \$20,000
Number of Opportunities	1	1	1	1
<b>AT TEDDY BEARS' PICNIC</b>				
Recognition signage	DR. GOODBEAR CLINIC	ENTERTAINMENT SCHEDULES	MAIN STAGE	I WANT TO BE A SCIENTIST TENT
Logo printed on 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				
<b>FOUNDATION PUBLICATIONS</b>				
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				
<b>OUTSIDE MEDIA</b>				
Included in Thank You article published in Winnipeg Free Press				
Included in event media release				
Included in media PSAs and promotion leading up to event				
<b>PRIVATE TOUR</b>				
Tour of Children's Hospital Research Institute of Manitoba for up to 8 guests				













\*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	FAMILY COMFORT TENT \$15,000	KIDS' ACTIVITY TENT SPONSOR \$15,000	INFORMATION TENT SPONSOR \$15,000
Number of Opportunities	1	1	1	1









## AT TEDDY BEARS' PICNIC

	WORRY BEAR TENT	FAMILY COMFORT TENT	KIDS' ACTIVITY TENT	INFORMATION TENTS
Recognition signage				
Logo printed on picnic recognition materials				
Special recognition by main stage emcee				
Opportunity for employees to volunteer and wear company branded materials				

## FOUNDATION PUBLICATIONS

Listing in annual report as community supporter				
Listing on annual donor wall in Children's Hospital				
Logo on event listing on goodbear.ca				
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				













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# SPONSORSHIP OPPORTUNITIES

	VOLUNTEER T-SHIRT SPONSOR <b>\$10,000</b>	VOLUNTEER HOSPITALITY TENT <b>\$10,000</b>	PRINTING SPONSOR <b>\$10,000</b>	FOOD TRUCK / VOLUNTEER FOOD <b>\$10,000</b>
Number of Opportunities	1	1	1	1 OF EACH

## AT TEDDY BEARS' PICNIC

Recognition signage	VOLUNTEER SHIRTS	VOLUNTEER HOSPITALITY TENT	PRINTED GUEST MAP	FOOD TRUCKS / VOLUNTEER FOOD
Logo printed on 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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	GOODBEAR BUDDIES \$7,500	PAWSOME PARTNERS \$5,000	PICNIC PALS \$2,500
Number of Opportunities	10	15	20

## AT TEDDY BEARS' PICNIC

Listing on picnic recognition materials			
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