



37th ANNUAL

Teddy Bears' Picnic

by Children's Hospital
Foundation of Manitoba

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 27, 2026

ASSINIBOINE PARK



Be part of a Manitoba tradition! More than 37 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 2025, Children’s Hospital Foundation of Manitoba continued this annual family-friendly tradition with incredible community support. With an attendance topping over 30,000 people and more than 1,650 teddy bear patients were treated in the Dr. Goodbear Clinic, it was a beary successful day for kids and families.

Join us for the 37th annual Teddy Bears’ Picnic on **Sunday, September 27, 2026**, 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 FOR OTHER INQUIRIES CONTACT:
ANGELA AT EVENTS@GOODEAR.CA OR 204-781-1158.



SPONSORSHIP OPPORTUNITIES

PRESENTING	ENTERTAINMENT	MAIN STAGE	I WANT TO BE A SCIENTIST TENT
\$30,000	\$25,000	\$20,000	\$20,000

Number of Opportunities	1	1	1	1
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AT TEDDY BEARS' PICNIC

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	🐾	🐾	🐾	🐾

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	🐾	🐾	🐾	🐾
Listing in event media release (if applicable)	🐾	🐾	🐾	🐾
Included in media PSAs and promotion leading up to event	🐾			

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

1

1

1

1

ATT TEDDY BEARS' PICNIC

Recognition signage	WORRY BEAR TENT	FAMILY COMFORT TENT	KIDS' ACTIVITY TENT	INFORMATION TENTS
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	🐾	🐾	🐾	🐾
Listing in event media release (if applicable)	🐾	🐾	🐾	🐾

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SPONSORSHIP OPPORTUNITIES

	VOLUNTEER T-SHIRT \$10,000	VOLUNTEER HOSPITALITY TENT \$10,000	FOOD TRUCK \$10,000
Number of Opportunities	1	1	1
AT TEDDY BEARS' PICNIC			
Recognition signage	VOLUNTEER SHIRTS	VOLUNTEER HOSPITALITY TENT	FOOD TRUCKS
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	🐾	🐾	🐾

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SPONSORSHIP OPPORTUNITIES

	GOODEAR BUDDIES \$7,500	PAWSOME PARTNERS \$5,000	PICNIC PALS \$2,500	BIKE VALET SPONSOR \$5,000	BANNER PARTNERS \$100
Number of Opportunities	10	15	20	1	UNLIMITED

AT TEDDY BEARS' PICNIC

Recognition signage				BIKE VALET	
Listing on picnic recognition materials	🐾	🐾			
Special recognition by main stage emcee	🐾				
Opportunity for employees to volunteer and wear company branded materials	🐾	🐾	🐾	🐾	
Personalized flag with family name or business logo					🐾

FOUNDATION PUBLICATIONS

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



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