



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@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
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				

*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

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

AT TEDDY BEARS' PICNIC

	SHARE 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				
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

	GOODBEAR 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

	GOODBEAR BUDDIES	PAWSOME PARTNERS	PICNIC PALS	BIKE VALET	BANNER PARTNERS
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

	GOODBEAR BUDDIES	PAWSOME PARTNERS	PICNIC PALS	BIKE VALET	BANNER PARTNERS
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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