

Celebrating 60 years



New Hamburg  
Mennonite  
Relief Sale

2026 | May 29-30

Sponsorship Guide



# Get to know the New Hamburg Mennonite Relief Sale

Each year since 1967, thousands of visitors descend upon the New Hamburg Fairgrounds on the last Friday and Saturday of May. They're motivated not just by food and quilts but also by a passion to address the global need for relief from hunger, poverty and natural disasters and the desire to leave in their place developed and peaceful communities. The proceeds from the New Hamburg Mennonite Relief Sale are forwarded to Mennonite Central Committee (MCC), a non-profit organization bringing relief, development and peace in the name of Christ. Attendees visit many of the 40+ venues run by an estimated 2,000 volunteers who donate their time and expertise.

## Auctions

With three different auctions on the agenda, hundreds of bidders raise their cards to place bids on a wide range of auction items, from quilts and tractors to gift certificates, paintings and coffee machines. Thanks to our generous donors, the auctions raised over \$100,000 in 2025 for MCC.

## Hymn Sing

Hundreds of visitors join together to raise their voices in song as the sun sets on Friday evening of the sale. Though the hymn sing is only a few years old, it's becoming a rich Relief Sale tradition.

Cover Photo: MCC photo/Ken Ogasawara



**2,661**  
followers on  
Facebook



**2,581**  
subscribers on  
the email list



MCC photo/Ken Ogasawara



MCC photo/Ken Ogasawara



# 180,548

website visits

from March 1, 2025 to May 31, 2025

### Mennonite Eats and Treats

Food is a big deal at the New Hamburg Mennonite Relief Sale. With over two dozen food vendors serving everything from traditional Mennonite foods and ethnic foods to delicious treats and classic favourites, the best way to experience the Relief Sale is to taste it!

### KidZone

Rides. Face painting. Balloon animals. Craft activities. Therapy dogs. The Relief Sale is truly an event for the whole family.

### Endurance Run

The **Run for Relief** challenges runners to test their endurance and speed in 2 km and 5 km routes through picturesque New Hamburg. Run for Relief often raises several thousand dollars at the annual sale.

Other NHMRS features include a **plant sale**, **MCC Thrift tent**, **Ten Thousand Villages tent** and much more.

We invite you to get involved in this energetic and exciting event that draws thousands of visitors. Your involvement helps make the New Hamburg Mennonite Relief Sale a success!



MCC photo/Ken Ogasawara

## Place your company at the heart of the excitement in one of three ways:

**1** Become a corporate sponsor.

**2** Advertise in the event guide.

**3** Donate an item to the auction.



MCC photo/Ken Ogasawara

# Get to know MCC

**Mennonite Central Committee (MCC)**, a worldwide ministry of Anabaptist churches, shares God's love and compassion for all in the name of Christ by responding to basic human needs and working for peace and justice. MCC envisions communities worldwide in right relationship with God, one another and creation.

MCC is active in 45 countries focusing on care for uprooted and vulnerable people, providing water, food and shelter in times of crisis. MCC also supports long-term development, education, and peace-building projects to promote a sustainable future for all. MCC works with churches and communities to prevent violence and promote peace and justice through advocacy, relationship and training.

Visit [mcc.org](http://mcc.org) for more info.



Displaced people living in Kanzombi are tending to the cassava planted in fields that CEFMC, a partner organization of churches, provided for them, through MCC, along with tools and seeds. Different crops are planted each growing season so that displaced and host people can feed their families and save seed for a future growing season. Working together in the fields creates a sense of community and normalcy for people, most of whom were used to growing their own food where they used to live in the Kasai region.

(MCC/Fairpicture photo/Justin Makangra)

# 1. Sponsor the NHMRS

## NHMRS 2026 Sponsorship Table



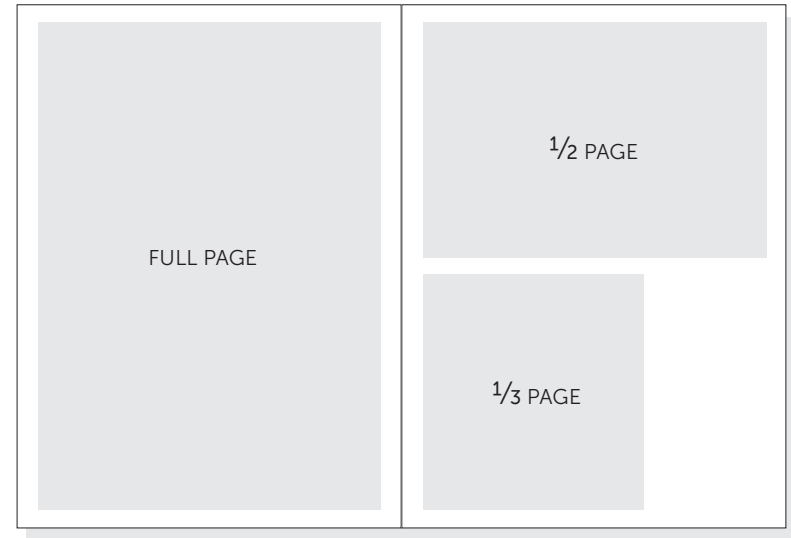
	Auction	Menno Eats and Treats	Grandstand	KidZone	Run for Relief	Supporter	Advocate	Friend
Cost	\$6,000	\$5,000	\$4,000	\$4,000	\$2,500	\$2,000	\$1,000	\$700
Logo on sponsor banner	✓	✓	✓	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓	✓	✓	✓
Logo on sponsor slide	✓	✓	✓	✓	✓	✓	✓	✓
Social media mentions	4	4	3	3	2	2	2	2
Promotional slide	✓	✓	✓	✓	✓	✓	✓	
Advertisement in guide	Full page (\$850)	Full page (\$850)	1/2 page (\$485)	1/2 page (\$485)	1/3 page (\$380)	1/2 page (\$485)	1/3 page (\$380)	1/3 page (\$380)
Logo in sponsor gallery in visitor guide	✓	✓	✓	✓	✓	✓	✓	✓
Naming rights	✓	✓	✓	✓	✓			
Logo with company slogan	✓		✓	✓	✓			
Mention from stage or start of race	✓				✓			
Logo on poster	✓	✓	✓	✓				
Logo in paid media	✓	✓	✓	✓	✓			
Logo on chairs in arena	60	50	40	40		20		
Logo on map	✓	✓	✓	✓	✓			
Logo on letter to auction winners	✓	✓	✓	✓		✓		
Logo in e-blasts	✓	✓	✓	✓		✓		
Exclusive activations	<ul style="list-style-type: none"> <li>• Logo on auction cards</li> <li>• Logo on stage and at main entrance</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on food boxes and bags</li> </ul>	<ul style="list-style-type: none"> <li>• Double-facing logo prominent on Grandstand</li> <li>• Logo on back of hymn booklet</li> <li>• Logo on additional sign with link to digital hymn booklet</li> </ul>		<ul style="list-style-type: none"> <li>• Option to start race</li> <li>• Logo on giveaway item</li> </ul>			

To reserve your sponsorship, contact Justin Armitage: (519) 745-8458 ext. 262 | Toll free: (800) 313-6226 ext. 262 | Email: [justinarmitage@nhmrs.com](mailto:justinarmitage@nhmrs.com)

## 2. Advertise in the Event Guide

**Advertising Specs** (Note: Every sponsorship level includes an advertisement in the guide.)

Ad Size	Specs (W x H)	Cost
Full Page (Portrait)	5.5 in. x 7.5 in.	\$850
1/2 Page (Landscape)	5 in. x 3.3 in.	\$485
1/3 Page (Square)	3.3 in. x 3.3 in.	\$380



Not to scale

**Deadline** March 31

**Accepted File Types** .pdf or .jpg

**Image Resolution** Create ads at actual size with a resolution of 300 dpi (dots per inch)

**Export Specifications** For full page ads include .125" bleeds

**Please Send Files To** Justin Armitage  
justinarmitage@nhmrs.com  
(519) 745-8458 ext. 262



We distribute  
**6,000 - 7,000**  
copies of the event guide with  
corporate advertisements



Approximately  
**2,000**  
volunteers

**Attendees**  
mainly from Kitchener,  
Waterloo and Cambridge

### 3. Donate an Auction Item

#### Auction Donations and In-kind Sponsorship

Donations to the relief sale auctions are significant contributions to the sale's success. Companies that make auction donations with a retail value of or exceeding \$1,000 are eligible for in-kind sponsorship at the \$1,000 or \$2,000 level. *Please refer to the chart.*

*(Please note that tax receipts are not issued for sponsorship, advertisement or auction donations.)*

In-kind below \$1,000	In-kind between \$1,000-\$1,999	In-kind \$2,000 or more
Recognized as auction donor on auction web page and HiBid online platform next to item	Recognized as auction donor on auction web page and HiBid online platform next to item	Recognized as auction donor on auction web page and HiBid online platform next to item
	In-kind sponsor at the \$1,000 level	In-kind sponsor at the \$2,000 level



An aerial photograph of a fairground. In the foreground, there are several large tents with red and white vertical stripes, and one with yellow and white vertical stripes. People are walking around the tents. In the background, there is a large stadium with white bleachers. The image is overlaid with a semi-transparent orange and yellow gradient.

# Thank you!

Photo/Explore Waterloo Region

For sponsorship and advertising inquiries,  
contact Justin Armitage  
Office: (519) 745-8458 ext. 262  
Email: [justinarmitage@nhmrs.com](mailto:justinarmitage@nhmrs.com)

For auction donations,  
contact Barry Roth  
Phone: (519) 722-6410  
Email: [barryroth@nhmrs.com](mailto:barryroth@nhmrs.com)