



New Hamburg  
**Mennonite  
Relief Sale**

2020 | May 29-30

# Sponsorship Guide





# Get to know the New Hamburg Mennonite Relief Sale

Each year on the last Friday and Saturday of May, the New Hamburg Mennonite Relief Sale (NHMRS) welcomes **over 10,000 attendees**.

The NHMRS was started in 1967 in response to the ever-growing world-wide need for relief from hunger, poverty and natural disaster and for development and peace-building activities. The proceeds from the New Hamburg Mennonite Relief Sale are forwarded to Mennonite Central Committee (MCC).

**The attendees** visit many of the 40 venues which include quilt auction, household auction, many delicious treats, crafts and more. An estimated **2,000 volunteers** donate their time and expertise while demonstrating their passion for assisting others in need.

## Auctions

Each year buyers travel from around North America and raise their bid cards over 4,000 times to purchase beautiful handmade quilts and donated household items. The quilt auction raises over \$100,000 and the indoors, outdoors and silent auctions together raise over \$20,000.

## NHMRS Booklet

Over 20,000 copies of the NHMRS booklet are distributed to homes and businesses in the K-W area. An additional 2,000 copies are sent throughout Southern Ontario.





### **Mennonite Eats & Treats**

Traditional Mennonite treats (Fleisch Piroshki, Rolkuchen & Watermelon, Apple Fritters and more), ethnic foods (springs rolls, egg rolls, pupusa, Lao sausage, etc) and new favourites (kettle chips, french fries, back bacon, etc) are enjoyed during the NHMRS. Over 10,000 bags and boxes carry these delicious treats to a nearby picnic table or dining room table.

The **Children's Area** features games, crafts, bouncy castles, face painting and more.

**Run for Relief** features over 120 runners testing their endurance and speed in 2K and 5K routes through picturesque New Hamburg. Run for Relief raised over \$8,000 in 2018 during NHMRS.

The **New Hamburg Mennonite Relief Sale Fundraising Dinner** gathers over 700 guests on the last Monday of April to raise funds to help cover the cost of logistics for the sale.

Other NHMRS features include **Plant Sale, My Coins Count, Craft Sale and other Local Vendors.**

Visit [NHMRS.com](http://NHMRS.com) for more info, or contact **Justin Armitage** at [justinarmitage@mcco.ca](mailto:justinarmitage@mcco.ca) or 519-745-8458 ext 262.



## 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 57 countries focusing on caring for the lives and futures of uprooted and vulnerable people, providing water, food and shelter first in times of hunger, disaster and conflict, then education and ways to earn income. MCC works with churches and communities to prevent violence and promote peace and justice.

Visit [MCCO.ca](http://MCCO.ca) for more info.

Anibal Berduo, a participant in a cooperative in the community of Toniná, is a flower grower and a local agroecology promoter. His daughter Emily Berduo Vázquez is pictured. MCC supports efforts to strengthen cooperatives in two communities in San Marcos province in western Guatemala, to be self-sustaining and well-functioning. MCC assisted in the construction of a fish hatchery and in the development of a community-based tourism project and sustainable agriculture projects with funds raised by Foods Resource Bank (FRB). Many cooperative members now have their own fish ponds and gardens and flower raising businesses. (MCC photo/Michael Chapman)





# Sponsorship Opportunities

Level	Opportunity	Cost	Number Available	Details
Level One	Auction Sponsor	\$5,000	1	<ul style="list-style-type: none"> <li>• Naming rights (Company A Arena Auction)</li> <li>• Single logo on stage</li> <li>• Single logo displayed at all entrances to arena</li> <li>• Logo on sponsor banner displayed in arena and other prominent locations</li> <li>• Logo on auction bid cards</li> <li>• Recognition from auction stage (minimum three times)</li> <li>• Logo on poster</li> <li>• Logo on website with link</li> <li>• Logo on 60 chairs in arena</li> <li>• Logo on Run for Relief race t-shirts</li> <li>• Logo on paid media</li> <li>• Minimum 4 social media mentions</li> <li>• Full page ad in sale booklet (\$850 value)</li> <li>• Company name on website and booklet map</li> <li>• Fundraising Dinner:               <ul style="list-style-type: none"> <li>- 2 reserved tables (16 seats)</li> <li>- Logo on 6 tables at fundraising dinner</li> <li>- Logo on screen at fundraising dinner</li> <li>- Acknowledgment from MC</li> </ul> </li> </ul>
Level One	Menno Eats and Treats	\$5,000	1	<ul style="list-style-type: none"> <li>• Logo on sponsor banner displayed in prominent locations</li> <li>• Logo on food bags</li> <li>• Logo on pie boxes</li> <li>• Logo on poster</li> <li>• Logo on website with link</li> <li>• Logo on 40 chairs in arena</li> <li>• Logo on Run for Relief race t-shirts</li> <li>• Logo on paid media</li> <li>• Minimum 4 social media mentions</li> <li>• Full page ad in sale booklet (\$850 value)</li> </ul> <p><i>Continued on page 8</i></p>

**SOLD**

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Contact us for more info at [justinarmitage@mcco.ca](mailto:justinarmitage@mcco.ca) or 519-745-8458 ext 262

Level	Opportunity	Cost	Number Available	Details
Level One	Menno Eats and Treats	\$5,000	1	<p><i>Continued from page 7</i></p> <ul style="list-style-type: none"> <li>Fundraising Dinner: <ul style="list-style-type: none"> <li>2 reserved tables (16 seats)</li> <li>Logo on 4 tables at fundraising dinner</li> <li>Logo on screen at fundraising dinner</li> <li>Acknowledgment from MC</li> </ul> </li> </ul>
Level Two	Grandstand Sponsor	\$4,500	1	<ul style="list-style-type: none"> <li>Naming rights (Company A Grandstand)</li> <li>Single logo prominently displayed on grandstand</li> <li>Logo on sponsor banner displayed in prominent locations</li> <li>Logo on poster</li> <li>Logo on website with link</li> <li>Logo on 50 chairs in arena</li> <li>Logo on Run for Relief race t-shirts</li> <li>Logo on paid media</li> <li>Minimum 4 social media mentions</li> <li>Half page ad in sale booklet (\$485 value)</li> <li>Company name on booklet and website map</li> <li>Fundraising Dinner: <ul style="list-style-type: none"> <li>2 reserved tables (16 seats)</li> <li>Logo on 5 tables at fundraising dinner</li> <li>Logo on screen at fundraising dinner</li> <li>Acknowledgment from MC</li> </ul> </li> </ul>
Level Three	Kid Zone Sponsor	\$4,000	1	<ul style="list-style-type: none"> <li>Naming rights (Company A Kid Zone)</li> <li>Single logo prominently displayed in Kid Zone</li> <li>Logo on sponsor banner displayed in prominent locations</li> <li>Logo on poster</li> <li>Logo on website with link</li> <li>Logo on 40 chairs in arena</li> <li>Logo on Run for Relief race t-shirts</li> <li>Logo on paid media</li> <li>Minimum 4 social media mentions</li> </ul> <p><i>Continued on page 9</i></p>

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Level Three	Kid Zone Sponsor	\$4,000	1	<p><i>Continued from page 8</i></p> <ul style="list-style-type: none"> <li>• Half page ad in sale booklet (\$485 value)</li> <li>• Company name on booklet and website map</li> <li>• Fundraising Dinner: <ul style="list-style-type: none"> <li>- 2 reserved tables (16 seats)</li> <li>- Logo on 4 tables at fundraising dinner</li> <li>- Logo on screen at fundraising dinner</li> <li>- Acknowledgment from MC</li> </ul> </li> </ul>
Level Three	Pavilion Sponsor	\$4,000	1	<ul style="list-style-type: none"> <li>• Naming rights (Company A Pavilion)</li> <li>• Single logo prominently displayed on pavilion</li> <li>• Logo on sponsor banner displayed in prominent locations</li> <li>• Logo on poster</li> <li>• Logo on website with link</li> <li>• Logo on 40 chairs in arena</li> <li>• Logo on Run for Relief race t-shirts</li> <li>• Logo on paid media</li> <li>• Minimum 4 social media mentions</li> <li>• Half page ad in sale booklet (\$485 value)</li> <li>• Company name on booklet and website map</li> <li>• Fundraising Dinner: <ul style="list-style-type: none"> <li>- 2 reserved tables (16 seats)</li> <li>- Logo on 4 tables at fundraising dinner</li> <li>- Logo on screen at fundraising dinner</li> <li>- Acknowledgment from MC</li> </ul> </li> </ul>
Level Four	Partner	\$3,000	unlimited	<ul style="list-style-type: none"> <li>• Logo on sponsor banner displayed in prominent locations</li> <li>• Logo on website with link</li> <li>• Logo on 10 chairs in arena</li> <li>• Logo on Run for Relief race t-shirts</li> <li>• Minimum 2 social media mentions</li> <li>• Half page ad in sale booklet (\$485 value)</li> </ul> <p><i>Continued on page 10</i></p>

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Level Four	Partner	\$3,000	unlimited	<p><i>Continued from page 9</i></p> <ul style="list-style-type: none"> <li>Fundraising Dinner: <ul style="list-style-type: none"> <li>1 reserved table (8 seats)</li> <li>Logo on a table at fundraising dinner</li> <li>Logo on screen at fundraising dinner</li> <li>Acknowledgment from MC</li> </ul> </li> </ul>
Level Five	Supporter	\$2,000	unlimited	<ul style="list-style-type: none"> <li>Logo on sponsor banner displayed in prominent locations</li> <li>Logo on website with link</li> <li>Logo on 5 chairs in arena</li> <li>Logo on Run for Relief race t-shirts</li> <li>Minimum 2 social media mentions</li> <li>One third page ad in sale booklet (\$380 value)</li> <li>Fundraising Dinner: <ul style="list-style-type: none"> <li>1 reserved table (8 seats)</li> <li>Logo on a table at fundraising dinner</li> <li>Logo on screen at fundraising dinner</li> <li>Acknowledgment from MC</li> </ul> </li> </ul>
Level Five	Run for Relief Sponsor	\$2,000	1	<ul style="list-style-type: none"> <li>Naming rights (Company A Run for Relief)</li> <li>Name acknowledged at starting line announcements and closing ceremonies</li> <li>Recognized as Run for Relief named sponsor on website</li> <li>Logo on sponsor banner displayed at starting line</li> <li>Logo on website with link</li> <li>Largest logo on Run for Relief t-shirts</li> <li>Minimum 2 social media mentions</li> <li>One third page ad in sale booklet (\$380 value)</li> <li>Fundraising Dinner: <ul style="list-style-type: none"> <li>1 reserved table (8 seats)</li> <li>Logo on a table at fundraising dinner</li> <li>Logo on screen at fundraising dinner</li> <li>Acknowledgment from MC</li> </ul> </li> </ul>

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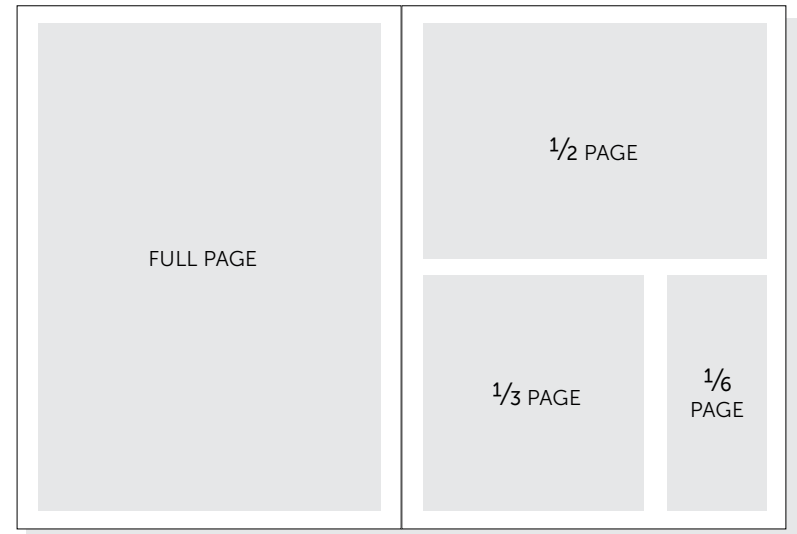
Level	Opportunity	Cost	Number Available	Details
Level Six	Advocate	\$1,000	unlimited	<ul style="list-style-type: none"> <li>• Logo on sponsor banner displayed in prominent locations</li> <li>• Logo on website with link</li> <li>• Logo on Run for Relief race t-shirts</li> <li>• Minimum 2 social media mentions</li> <li>• One third page ad in sale booklet (\$380 value)</li> <li>• Logo on screen at fundraising dinner</li> </ul>
Level Seven	Friend	\$500	unlimited	<ul style="list-style-type: none"> <li>• Logo on website with link</li> <li>• Logo on Run for Relief race shirts t-shirts</li> <li>• Minimum 2 social media mentions</li> <li>• One sixth page ad in sale booklet (\$250 value)</li> <li>• Logo on screen at fundraising dinner</li> </ul>
Level Eight		In kind	unlimited	<ul style="list-style-type: none"> <li>• Contribution acknowledged on silent auction bid sheet or by auction announcer as appropriate</li> <li>• Listing with link on website</li> </ul>

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# Advertising Specs

Ad Size	Specs	Cost
1/6 Page (Horizontal)	3.375 in x 1.75 in	\$250
1/6 Page (Vertical)	1.75 in x 3.625 in	\$250
1/3 Page	3.375 in x 3.625 in	\$380
1/2 Page	5.3125 in x 3.625 in	\$485
Full Page	5.3125 in x 7.375 in	\$850



Not to scale

**Deadline** March 31, 2020

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

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

**Please Send Files To** Justin Armitage  
justinarmitage@mcco.ca  
519-745-8458 ext 262



# Sponsorship Form

Please complete this form and return to Justin Armitage at [justinarmitage@mcco.ca](mailto:justinarmitage@mcco.ca) or 519-745-8458 ext 262 with payment. Cheques should be made out to **Ontario Mennonite Relief Sale Inc.**

## Sponsorship Level

- ~~Level One: Auction Sponsor – \$5,000~~
- Level One: Menno Eats and Treats – \$5,000
- Level Two: Grandstand Sponsor – \$4,500
- Level Three: Kid Zone Sponsor – \$4,000
- Level Three: Pavilion Sponsor – \$4,000
- Level Four: Partner – \$3,000
- Level Five: Supporter – \$2,000
- Level Five: Run for Relief Sponsor – \$2,000
- Level Six: Advocate – \$1,000
- Level Seven: Friend – \$500
- Level Eight – \$ In Kind

## Ad Size

- Full Page – \$850
- 1/2 Page – \$485
- 1/3 Page – \$380
- 1/6 Page (Horiz.) – \$250
- 1/6 Page (Vert.) – \$250

## Donate an Auction Item

Description:

Value:

Company Name

Contact Name

Street Address

City and Postal Code

Telephone

Email

Return form to  
**Justin Armitage**  
[justinarmitage@mcco.ca](mailto:justinarmitage@mcco.ca)

or to  
**MCC**  
203-50 Kent Ave  
Kitchener, ON N2G 3R1  
519-745-8458 ext 262





*Thank you!*

MCCO  
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