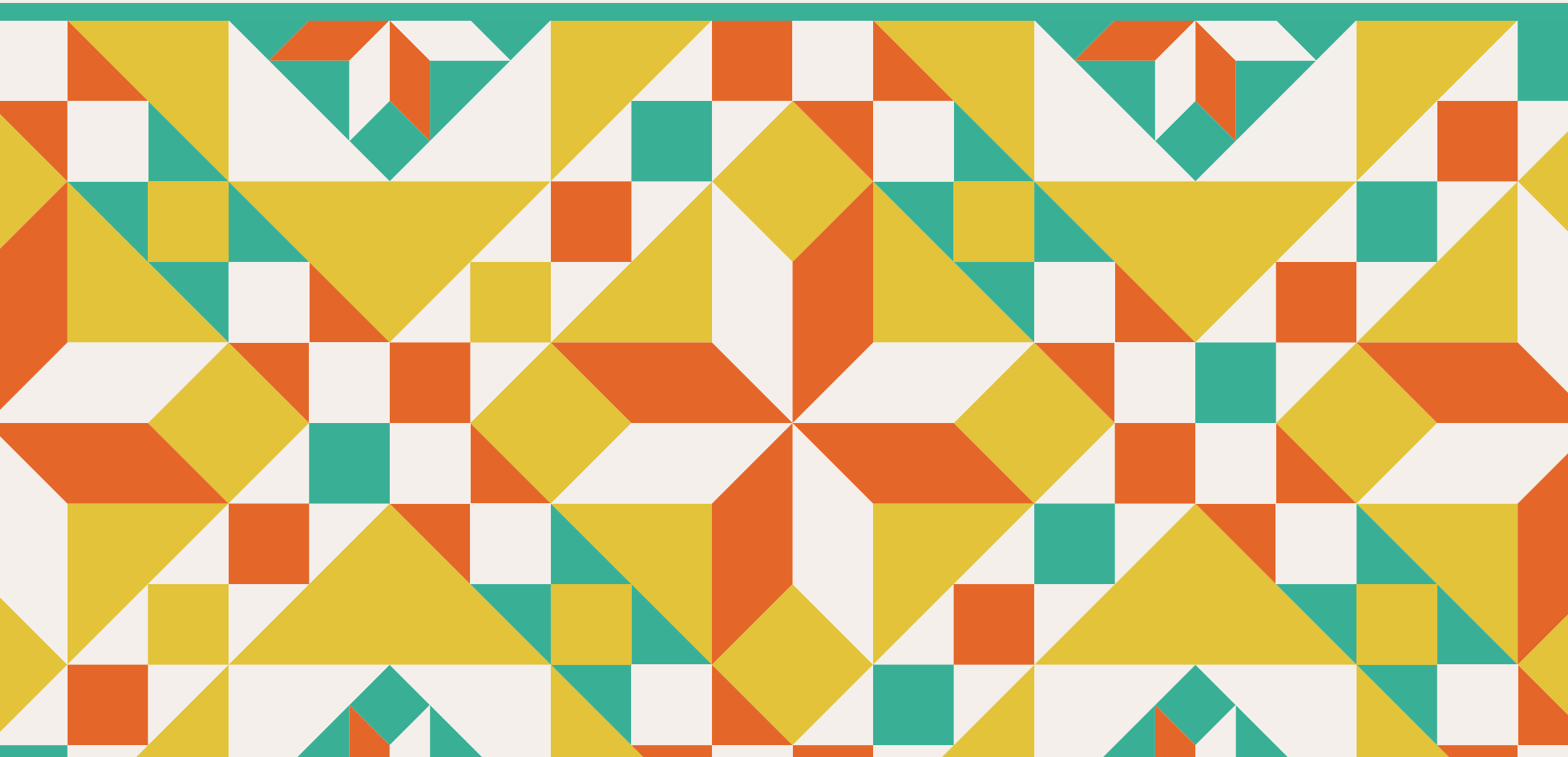




New Hamburg  
**Mennonite  
Relief Sale**

2021 | May 28-29

# Sponsorship Guide



# Get to know the New Hamburg Mennonite Relief Sale



This year's feature quilt "Springtime in Ontario" by Renske Helmuth will be auctioned off virtually on Saturday, May 29, 2021. (Photo courtesy of Renske Helmuth)

For more than 50 years, the New Hamburg Mennonite Relief Sale (NHMRS) has brought volunteers, supporters, businesses, churches and buyers together to help the most marginalized around the world by responding to basic human needs and working for peace and justice through Mennonite Central Committee (visit [mcco.ca](https://mcco.ca) to learn more).

Last year, COVID-19 disrupted our plans and forced us to adapt. While we greatly missed the ability to be together in person, two successful online auctions were held and raised over \$120,000, adding to the over \$14,000,000 raised since 1967. This year, we will be holding two online auctions and an online silent auction to coincide with our traditional in-person event and re-create the relief sale experience.

## Live Online Auctions

On Friday, May 28, a range of items from furniture to experiences to vintage quilts will be sold. On Saturday, May 29, over 150 beautiful handmade quilts will be auctioned.

## NHMRS-in-a-Box

Patrons will have the opportunity to purchase an NHMRS-in-a-Box, a kit with favourite relief sale treats, refreshments and exclusive items.

## Virtual Run for Relief

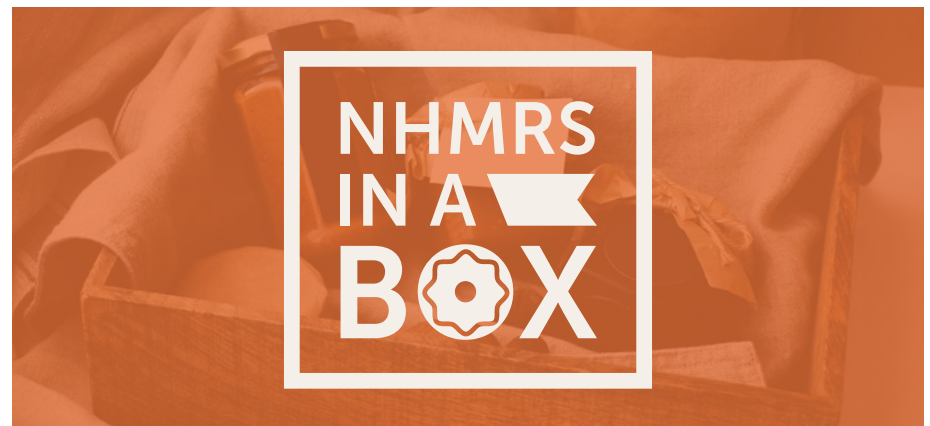
This year's event will kick off on the relief sale weekend and run throughout June. Participants have the opportunity to "run it their way" - whether that be running, cycling or even bird watching!

## Sponsorship Opportunities

This year's virtual format has allowed us to introduce many exciting sponsorship opportunities that will benefit our partners. A few of these include:

- Host a Facebook Live event to get "face-to-face" with our followers
- Be a field expert in our online blog at NHMRS.com (39,000 visitors annually)
- Have your own branded slide featured in the pre-auction presentation
- Be part of the auction-day excitement with an ad in our popular quilt guide which will be available in hard copy and a printable online version
- Contribute a voucher or swag item to a NHMRS-in-a-Box package
- Ten special opportunities are available to Sponsor-a-Quilt. Rather than pay a flat price for sponsorship, you match the winning bid. These quilts will range in price from \$500 to \$800 but sponsors need to be prepared to pay up to \$1500 if their quilt sells for more.
- Increase your exposure online with our expanded marketing efforts

Visit [NHMRS.com](https://www.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 51 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.

A day after receiving seeds through an MCC food distribution, Nsimire Mugoli (with 8-month-old Nahuma Birhonoka) and her husband Chubaka Birhonoka prepare their fields for planting, using conservation agriculture techniques and tools provided through an MCC-supported project.

They are among displaced people who have fled fighting between armed groups that have killed and raped people and burned, pillaged or destroyed their homes and farms in rural or forested areas of DR Congo.(MCC photo/Matthew Lester)



# Sponsorship Opportunities



Sponsorship level	Activations unique to this level	Number available
Auction sponsor <b>\$5000</b>	<ul style="list-style-type: none"> <li>Name on auction slide as auction sponsor</li> <li>Logo on direct mailer</li> <li>15-30s promo video during auction</li> <li>1 Facebook live event (includes pre-promotion)</li> <li>1 guest blog post on NHMRS.com</li> <li>1 extended mention during auction (30 words)</li> <li>Logo in paid media</li> <li>3 mentions on social media</li> <li>Ad in digital guide (full page)</li> <li>Logo on NHMRS website</li> <li>Logo on sponsor slide</li> <li>Logo in pre-event emails</li> <li>Promo slide prior to start of virtual auction (company branded)</li> <li>Logo on auction thank you letter to purchasers</li> </ul>	1
Major Partner <b>\$3000</b>	<ul style="list-style-type: none"> <li>15-30s promo video during auction</li> <li>1 guest blog post on NHMRS.com</li> <li>1 extended mention during auction (30 words)</li> <li>Logo in paid media</li> <li>3 mentions on social media</li> <li>Ad in digital guide (full page)</li> <li>Logo on NHMRS website</li> <li>Logo on sponsor slide</li> <li>Logo in pre-event emails</li> <li>Promo slide prior to start of virtual auction (company branded)</li> <li>Logo on auction thank you letter to purchasers</li> </ul>	2

**Customizable sponsorship packages** are available to support your brand and business building objectives.  
Contact us for more info at [justinarmitage@mcco.ca](mailto:justinarmitage@mcco.ca) or **519-745-8458 ext 262**

Sponsorship level	Activations unique to this level	Number available
Run for Relief <b>\$2500</b>	<ul style="list-style-type: none"> <li>• Logo on Run for Relief participant kit, branded water bottle, and registration page</li> <li>• 15-30s promo video during auction</li> <li>• 1 guest blog post on NHMRS.com</li> <li>• 3 mentions on social media</li> <li>• Logo on run registration page</li> <li>• Logo on Run for Relief emails</li> <li>• Ad in digital guide (half page)</li> <li>• Promo slide prior to start of virtual auction</li> <li>• Logo on NHMRS website</li> <li>• Logo in paid media</li> <li>• Logo on sponsor slide</li> <li>• Logo on auction thank you letter to purchasers</li> </ul>	1
NHMRS-in-a-Box <b>\$1500</b>	<ul style="list-style-type: none"> <li>• Logo on packaged items in NHMRS in a Box items</li> <li>• 1 guest blog post on NHMRS.com</li> <li>• 1 extended mention during auction (30 words)</li> <li>• Logo in paid media</li> <li>• 3 mentions on social media</li> <li>• Opportunity to include voucher or coupon in kit</li> <li>• Opportunity to include sample or item in each box</li> <li>• Ad in digital guide (half page)</li> <li>• Logo on NHMRS website</li> <li>• Logo on sponsor slide</li> <li>• Logo in pre-event email</li> <li>• Promo slide prior to start of virtual auction</li> <li>• Logo on auction thank you letter to purchasers</li> </ul>	1
Supporting Partner <b>\$1000</b>	<ul style="list-style-type: none"> <li>• Logo in pre-event emails</li> <li>• Promo slide prior to start of virtual auction</li> <li>• Extended mention during auction</li> <li>• Ad in digital guide (1/3 page)</li> <li>• Logo on NHMRS website</li> <li>• Logo on sponsor slide</li> <li>• 2 social media mentions</li> <li>• Logo on auction thank you letter to purchasers</li> </ul>	Unlimited

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Sponsorship level	Activations unique to this level	Number available
Advocate <b>\$500</b>	<ul style="list-style-type: none"> <li>• Ad in digital guide (1/3 page)</li> <li>• Logo on NHMRS website</li> <li>• Logo on sponsor slide</li> <li>• 2 social media mentions</li> <li>• Logo on auction thank you letter to purchasers</li> </ul>	Unlimited
Sponsor a quilt <b>\$500-800 range</b> <b>Company matches the selling price.</b>	<ul style="list-style-type: none"> <li>• Company announced during auction as sponsor of specific quilt</li> <li>• Name or logo on slide of quilt you sponsor</li> <li>• Ad in digital guide (1/3 page)</li> <li>• Logo on sponsor slide</li> <li>• Logo on auction thank you letter to purchasers</li> <li>• 2 social media mentions</li> <li>• Logo on NHMRS website</li> </ul>	10
Advertiser <b>Cost varies</b>	<ul style="list-style-type: none"> <li>• Place an ad in the popular quilt guide which will be available in hard copy and as a printable online version. Prices and specs on page 8</li> </ul>	Unlimited

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# NHMRS 2021 Sponsorship Table

	Auction	Major Partner	Run for Relief	NHMRS-in-a-box	Supporting Partner	Advocate	Sponsor a quilt <small>Company matches selling price</small>
Cost	\$5000	\$3000	\$2500	\$1500	\$1000	\$500	\$500 - \$1000
Logo on website	✓	✓	✓	✓	✓	✓	✓
Logo on sponsor slide shown during live auctions	✓	✓	✓	✓	✓	✓	✓
Logo on auction thank you letter	✓	✓	✓	✓	✓	✓	✓
Social media mentions	3	3	3	3	2	2	2
Ad in quilt guide	Full page	Full page	½ page	½ page	1/3 page	1/3 page	1/3 page
Guest blog post on NHMRS.com	✓	✓	✓	✓			
Logo on paid media	✓	✓	✓	✓			
Logo in pre-event emails	Auction email	Auction emails	Run for Relief emails	Auction emails	Auction emails		
Option to provide a promo slide which will run prior to start of live auction	✓	✓	✓	✓	✓		
Extended mention during live auction (30 words)	✓	✓		✓	✓		
15-30s promo video during live auction	✓	✓	✓				
Logo on each slide shown during live auction	✓						
Logo on direct mailer	✓						
Facebook live event (including pre-promo)	✓						
Special activations			<ul style="list-style-type: none"> <li>• Logo on Run for Relief kit</li> <li>• Logo on Run for Relief water bottle</li> <li>• Logo on Run for Relief registration page</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on NHMRS-in-a-box container</li> <li>• Opportunity to include a coupon or brochure</li> <li>• Opportunity to include sample or item in each box</li> </ul>			<ul style="list-style-type: none"> <li>• Acknowledgement at time of sponsored quilt auction</li> <li>• Name or logo on sponsored quilt slide</li> <li>• Mention in quilt guide indicating sponsorship</li> </ul>



# Advertising Specs

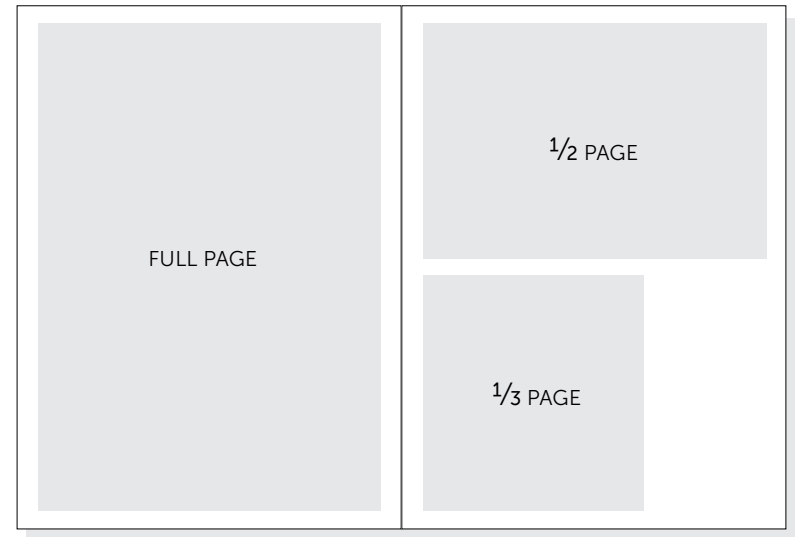
Ad Size	Specs	Cost
1/3 Page	3.375 in x 3.625 in	\$250
1/2 Page	5.3125 in x 3.625 in	\$380
Full Page	5.3125 in x 7.375 in	\$500

**Deadline** April 7, 2021

**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



Not to scale



# 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

☐ ~~Auction Sponsor – \$5,000–~~

Major Partner – \$3500

NHMRS in a Box – \$2500

Run for Relief – \$2500

Supporting Partner – \$2000

Advocate – \$1000

☐ Sponsor a Quilt – \$500-\$800 range  
(Company matches the selling price)

## Ad Size

Full Page – \$500

1/2 Page – \$380

1/3 Page – \$250

## Donate an Auction Item

Description:

Value:

Company Name

Contact Name

Street Address

Return form to

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

City and Postal Code

Telephone

Email

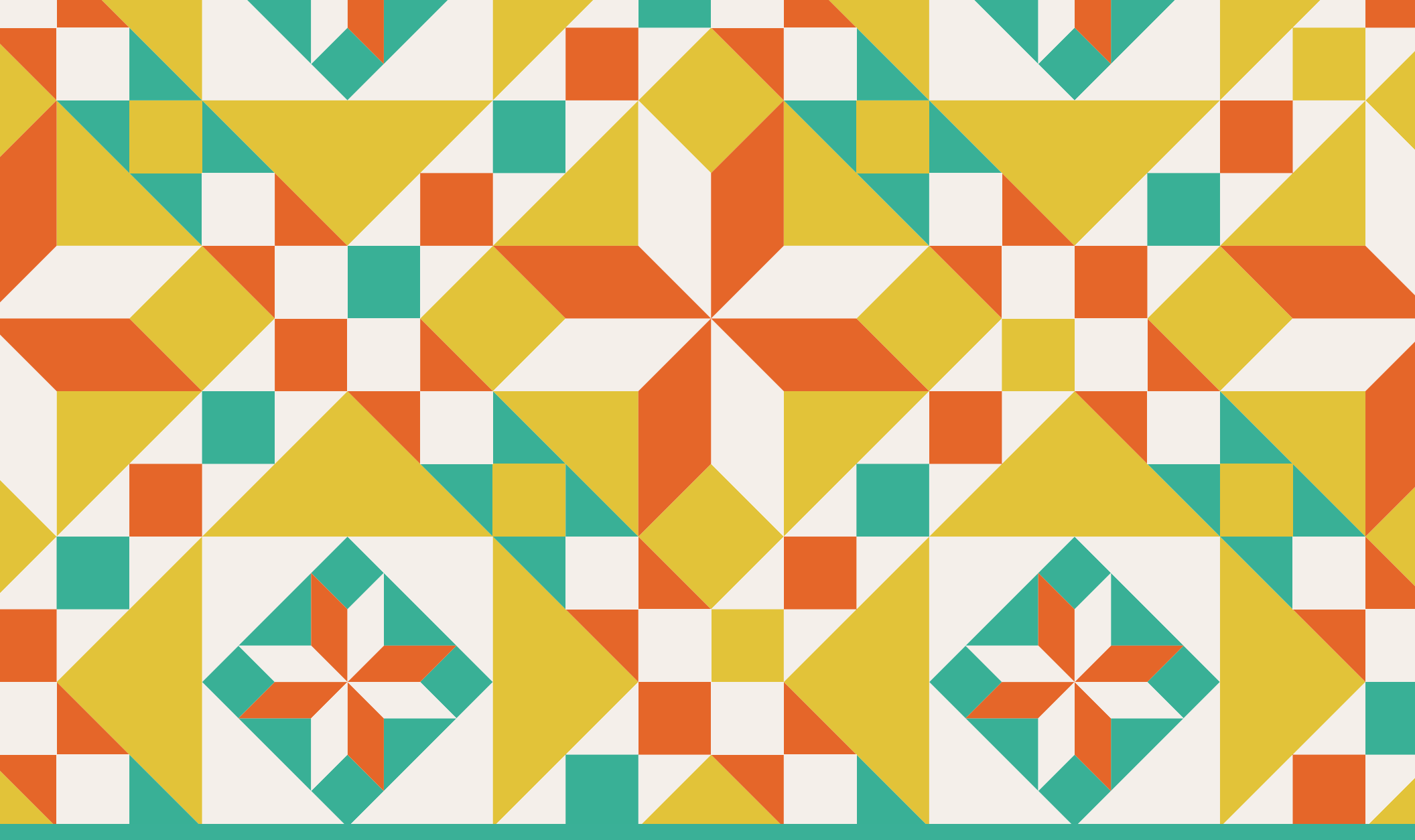
or to

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



*Thank you!*

MCCO  
RELI



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