



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) has welcomed over 10,000 attendees. The NHMRS 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 a quilt auction, household auction, many delicious treats, plants and more. An estimated 2,000 volunteers donate their time and expertise while demonstrating their passion for assisting others in need.

Auctions

In 2022, we returned to the in-person relief sale since 2019, and we were overwhelmed by the strong show of support. The event was one of our best attended sales to date, adding \$300,000 to the over \$14,000,000 raised since 1967.

NHMRS Booklet

Over 6,500 copies of the NHMRS booklet are distributed to homes and businesses 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 and more) are enjoyed during the sale. These treats are packaged in over 10,000 bags and boxes and are taken to a nearby picnic table or home to the dining room table to be enjoyed.

The **Children's Area** features games, a bouncy castle and more.

Run for Relief: Run it your way gives participants the chance to do an activity of their choice at a time that works for them. Bike, walk, kayak – the options are endless. In 2021, the Run for Relief: Run if your way raised \$25,000!

Other NHMRS features include a **plant sale, My Coins Count**, and other **local vendors**. Visit NHMRS.com for more info, or contact Justin Armitage at 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 45 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 for more info.

A photograph of a group of children in North Korea, specifically in Nampo, singing and dancing outdoors. The children are wearing colorful clothing, including a white shirt with a butterfly pattern and a yellow skirt, and a striped shirt with a red cap. They are in a dirt area, possibly a farm or a community center. The background shows other children and a clear sky.

Children singing and doing actions to the Soymilk song outside the Day Care Centre at the Daedae Cooperative Farm in Nampo in the Democratic People's Republic of Korea (DPRK, also known as North Korea). The song relates how the soy milk truck is coming, bringing the milk to them. In 2008, an MCC-funded shipment of 200 tons of soybeans was processed into protein-rich soy milk, boosting nutrition among children in orphanages, baby homes and daycare centers. MCC works through the Canadian organization First Steps, which distributed the soybeans and provided the equipment to make the soy milk.

(MCC photo/Brian Atkinson)



Sponsorship Opportunities



Level	Opportunity	Cost	Number Available	Details
Level One	Auction Sponsor	\$6,000	1	<ul style="list-style-type: none"> • Naming rights • Logo on stage • Logo at main entrance to auditorium • Logo on auction cards • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • Logo in paid media • Promotional slide displayed during auction • Logo on sign with company tagline up to 30 words • Recognition from stage (min. 3 mentions) • Logo on 60 chairs in arena • Full page advertisement in quilt guide (\$850 value) • Name on map in quilt guide • Logo on poster • Minimum 4 social media mentions • Logo on stage • Logo at main entrance to auditorium • Logo on auction cards
Level Two	Menno Eats and Treats	\$5,000	1	<ul style="list-style-type: none"> • Logo on food boxes and bags • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • Naming rights • Logo in paid media • Promotional slide displayed during auction (slide provided by sponsoring company) <p><i>Continued on page 7</i></p>

Customizable sponsorship packages are available to support your brand and business building objectives.

Contact us for more info at justinarmitage@mcco.ca or **519-745-8458 ext 262**

Level	Opportunity	Cost	Number Available	Details
Level Two	Menno Eats and Treats SOLD	\$5,000	1	<i>Continued from page 6</i> <ul style="list-style-type: none"> • Logo on 40 chairs in arena • Full page advertisement in quilt guide (\$850 value) • Logo on poster • Minimum 4 social media mentions
Level Three	Grandstand Sponsor	\$4,000	1	<ul style="list-style-type: none"> • Naming rights • Single logo prominent on Grand Stand • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • Logo in paid media • Promotional slide displayed during auction (slide provided by sponsoring company) • Logo on sign with company tagline up to 30 words • Logo on 50 chairs in arena • Half page advertisement in quilt guide (\$485 value) • Name on map in quilt guide • Logo on poster • Minimum 3 social media mentions

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Level	Opportunity	Cost	Number Available	Details
Level Four	Kid Zone Sponsor	\$4,000	1	<ul style="list-style-type: none"> • Naming rights • Single logo prominent at Kid Zone area with tagline up to 30 words • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • Logo in paid media • Promotional slide displayed during auction (slide provided by sponsoring company) • Logo on 40 chairs in arena • Half page advertisement in quilt guide (\$485 value) • Name on map in quilt guide • Logo on poster • Minimum 3 social media mentions
Level Five	Run for Relief	\$2,500	1	<ul style="list-style-type: none"> • Naming rights • Option to start the race • Name acknowledged from start line and closing ceremonies • Logo on give away item • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • Logo in paid media <p><i>Continued on page 9</i></p>

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Level	Opportunity	Cost	Number Available	Details
Level Five	Run for Relief	\$1,500	1	<p><i>Continued from page 8</i></p> <ul style="list-style-type: none"> Promotional slide displayed during auction (slide provided by sponsoring company) Logo on sign with company tagline up to 30 words Third page advertisement in quilt guide (\$380 value) Name on map in quilt guide Minimum 2 social media mentions
Level Six	Supporter	\$2,000	1	<ul style="list-style-type: none"> Logo on sponsor banner displayed at prominent locations Logo on website Logo on sponsor slide displayed throughout auction Promotional slide displayed during auction (slide provided by sponsoring company) Logo on 10 chairs in arena Third page advertisement in quilt guide (\$380 value) Minimum 2 social media mentions
Level Seven	Advocate	\$1,000	unlimited	<ul style="list-style-type: none"> Logo on sponsor banner displayed at prominent locations Logo on website Logo on sponsor slide displayed throughout auction Promotional slide displayed during auction (slide provided by sponsoring company) Third page advertisement in quilt guide (\$380 value) Minimum 2 social media mentions

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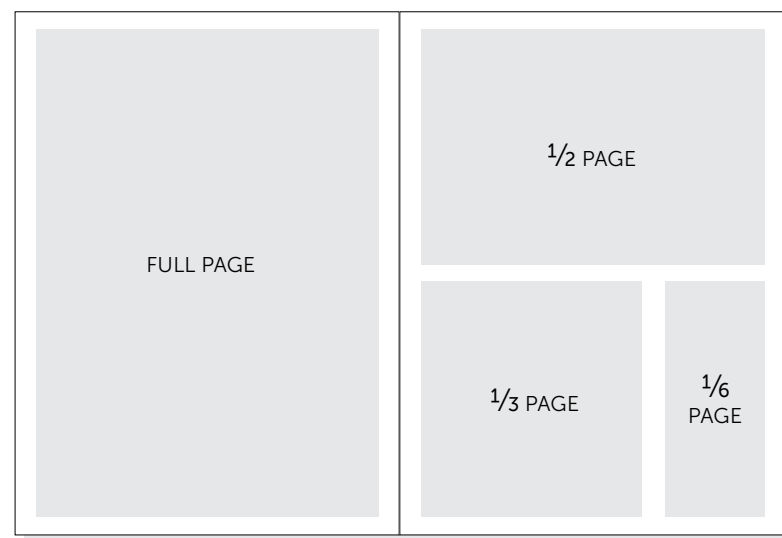
Contact us for more info at justinarmitage@mcco.ca or **519-745-8458 ext 262**

Level	Opportunity	Cost	Number Available	Details
Level Eight	Friend	\$500	unlimited	<ul style="list-style-type: none"> • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • One sixth page advertisement (\$250 value) • Minimum 2 social media mentions
Level Nine	Quilt sponsor	\$500-\$1500	unlimited	<ul style="list-style-type: none"> • Company announced when quilt is auctioned • Company name displayed online • Company name displayed on stage monitor at time of quilt auction • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • One sixth advertisement in quilt guide (\$250) • Minimum 2 social media mentions
Level Ten	In-Kind		unlimited	<ul style="list-style-type: none"> • Logo on website • Acknowledgment on auction sheet or by announcer as appropriate

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Advertising Specs

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



Not to scale

Deadline March 31, 2023

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 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 – \$6,000~~
- ☐ ~~Level Two: Menno Eats and Treats – \$5,000~~
- Level Three: Grandstand Sponsor – \$4,000
- Level Four: Kid Zone Sponsor – \$4,000
- ~~Level Five: Run for Relief Sponsor – \$2,500~~
- Level Six: Supporter – \$2,000
- Level Seven: Advocate – \$1,000
- Level Eight: Friend – \$500
- Level Nine: Quilt Sponsor
- Level Ten: 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

Return form to

Justin Armitage
justinarmitage@mcco.ca

City and Postal Code

Telephone

Email

or to

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



SUBMIT



Thank you!





New Hamburg
Mennonite
Relief Sale