



New Hamburg

Mennonite Relief Sale

2024 | May 24-25

Sponsorship Guide



Get to know the New Hamburg Mennonite Relief Sale

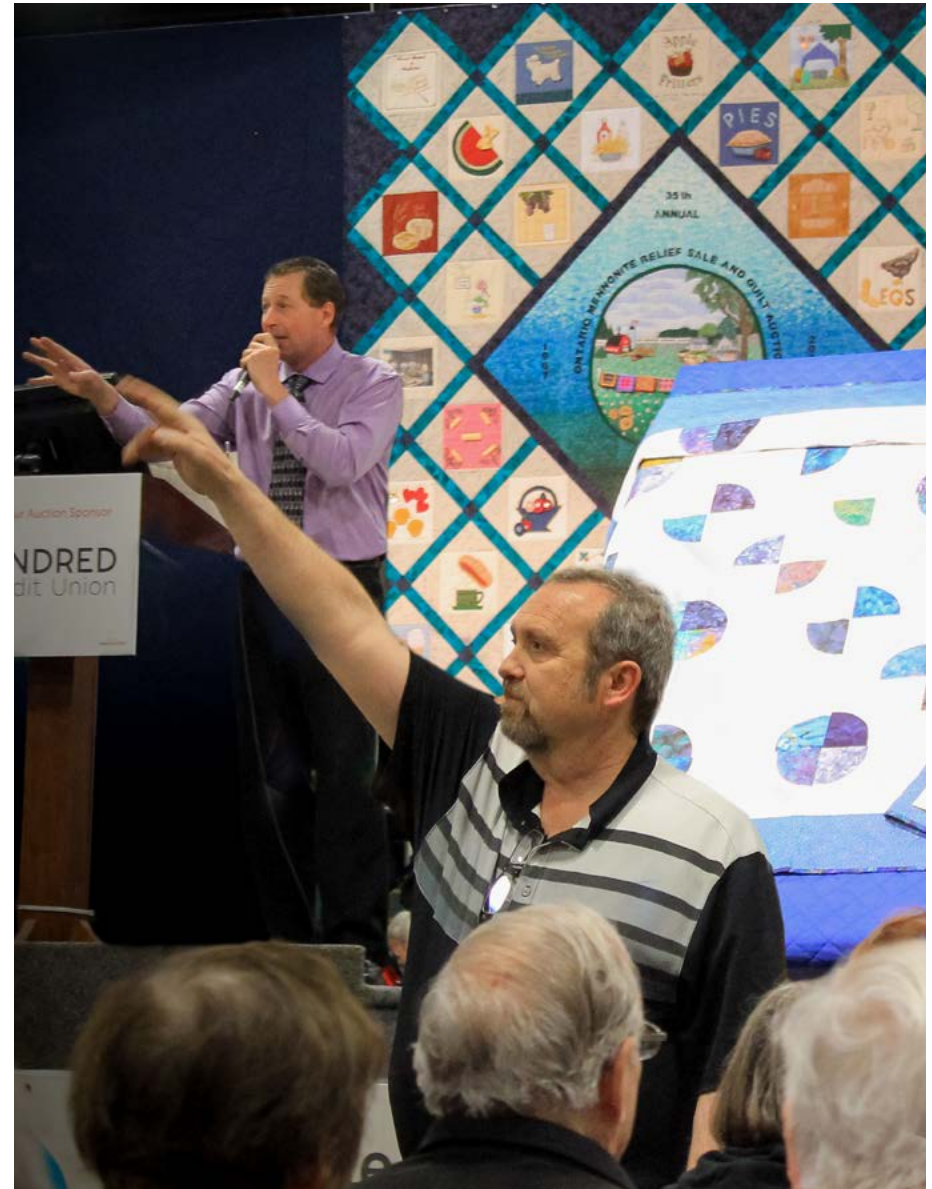
Each year on the last Friday and Saturday of May, the New Hamburg Mennonite Relief Sale (NHMRS) has welcomed over 10,000 attendees. The NHMRS started in 1967 in response to the ever-growing world wide need for relief from hunger, poverty and natural disaster, and for development and peace building activities. 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

Hundreds of visitors raise their bidding cards to place bids on of auction items from quilts and tractors to gift certificates, paintings, and coffee machines. Our generous donors allow us to auction off such a diverse assortment of items and in 2023, allowed the relief sale auctions to raise over \$130,000 for MCC.

NHMRS Booklet

Over 6500 copies of the NHMRS visitor guide are distributed throughout southern Ontario through local businesses, churches, and visitors to the sale.





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.

The **Run for Relief** draws dozens of runners testing their endurance and speed in 2 km and 5 km routes through picturesque New Hamburg. Run for Relief has raised several thousand dollars at the annual sale.

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.



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)

NHMRS 2024 Sponsorship Table



New Hamburg
Mennonite
Relief Sale



	Auction Sponsor	Menno Eats and Treats	Grandstand	KidZone	Run for Relief	Supporter	Advocate	Friend
Cost	\$6000	\$5000	\$4000	\$4000	\$2500	\$2000	\$1000	\$500
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)	1/3 page (\$380)	1/3 page (\$380)	1/6 page (\$250)
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	✓	✓	✓	✓	✓			
Exclusive activations	<ul style="list-style-type: none"> • Auction cards • Logo on stage and at main entrance 	<ul style="list-style-type: none"> • Logo on food boxes and bags 			<ul style="list-style-type: none"> • Option to start race • Logo on giveaway item 			

To reserve your sponsorship, contact Justin Armitage

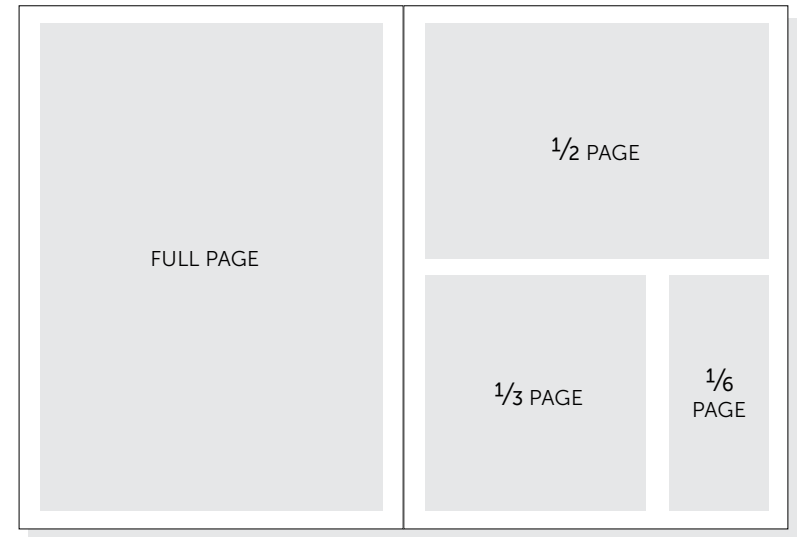
Office: (519) 745-8458 ext.262

Toll free: (800) 313-6226 ext. 262

Email: justinarmitage@mcco.ca

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 28, 2024

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!

