



New Hamburg

Mennonite Relief Sale

2022 | May 27-28

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

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. In 2020, COVID-19 disrupted our plans and forced us to adapt. While we greatly missed the ability to be together in person, we pivoted to a live online auction format and online silent auction, which raised over \$120,000 each year since 2020, adding to the over \$14,000,000 raised since 1967.

NHMRS Booklet

Over 8,000 copies of the NHMRS booklet are distributed to homes and businesses throughout southern Ontario.

2022

In 2022, the sale is expected to take place as it had pre-pandemic with a stronger online presence and remote activities, as well as additional measures to provide a safe and healthy experience for all.





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 47 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)



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 • Interview-style blog post opportunity • 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 One	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 • Interview-style blog post opportunity • 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 One	Menno Eats and Treats SOLD	\$5,000	1	<p><i>Continued from page 6</i></p> <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 Two	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 • Interview-style blog post opportunity • 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
Level Three	Online Auction Sponsor	\$4,000	1	<ul style="list-style-type: none"> • Naming rights • Company name displayed on auction platform • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • Interview-style blog post opportunity • Logo in paid media • Promotional slide displayed during auction (slide provided by sponsoring company) • Full page advertisement in quilt guide (\$850 value) <p><i>Continued on page 8</i></p>

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Level	Opportunity	Cost	Number Available	Details
Level Three	Online Auction Sponsor	\$4,000	1	<p><i>Continued from page 7</i></p> <ul style="list-style-type: none"> • Minimum 3 social media mentions • Option for promotional video to be played during online auction (for online viewers only) • Extended mention during auction (online only)
Level Three	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 • Interview-style blog post opportunity • 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 Four	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 • Interview-style blog post opportunity • Logo in paid media <p><i>Continued on page 9</i></p>

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Level	Opportunity	Cost	Number Available	Details
Level Four	Run for Relief	\$2,500	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 Five	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 Six	NHMRS-in-a-Box	\$2,000	1	<ul style="list-style-type: none"> • Logo on each package • Opportunity to include swag item, samples or coupon • Logo on sponsor banner displayed at prominent locations • Logo on website • Logo on sponsor slide displayed throughout auction • Naming rights • Logo on 10 chairs in arena • Third page advertisement in quilt guide (\$380 value) • Minimum 2 social media mentions

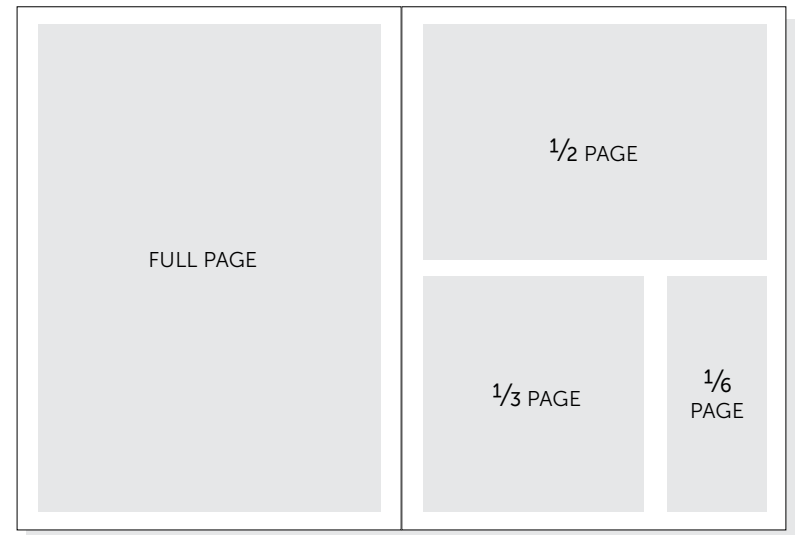
Customizable sponsorship packages are available to support your brand and business building objectives. Contact us for more info at justinarmitage@mcco.ca or **519-745-8458 ext 262**

Level	Opportunity	Cost	Number Available	Details
Level 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
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, 2022

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 One: Menno Eats and Treats – \$5,000~~
- Level Two: Grandstand Sponsor – \$4,000
- Level Three: Online Auction Sponsor – \$4,000
- Level Three: Kid Zone Sponsor – \$4,000
- Level Four: Run for Relief Sponsor – \$3,000
- Level Five: Supporter – \$2,000
- Level Six: NHMRS-in-a-Box – \$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

City and Postal Code

Telephone

Email

Return form to
Justin Armitage
justinarmitage@mcco.ca

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



SUBMIT



Thank you!





New Hamburg
**Mennonite
Relief Sale**