

CHARLESWOOD • TUXEDO • WESTWOOD

PRESENTS

WINNIPEG

150 *in the
ward*

SPONSORSHIP
PROPOSAL

JUNE 15, 2024 11AM–11PM
ERIC COY ATHLETIC FIELDS

THE BLOCK PARTY **150 YEARS**
IN THE MAKING

EVENT INFORMATION

WINNIPEG
150 *in the ward*

WPG 150 IN THE WARD

PRESENTED BY CHARLESWOOD-TUXEDO-WESTWOOD

JOIN US FOR A VIBRANT CELEBRATION OF COMMUNITY SPIRIT! THIS IS A FREE ALL DAY FESTIVAL FILLED WITH LIVE MUSIC, FOOD, GAMES, AND ACTIVITIES FOR ALL AGES. CELEBRATE THE PARTY 150 YEARS IN THE MAKING WITH FRIENDS, FAMILY, AND NEIGHBOURS.

WINNIPEG150 IN THE WARD OFFERS AN EXCELLENT OPPORTUNITY FOR BUSINESSES AND ORGANIZATIONS TO SOLIDIFY MEANINGFUL PARTNERSHIPS. THIS WILL ALSO PROVIDE SUPPORTERS THE CHANCE TO REINVEST IN OUR NEIGHBOURHOODS.

DO NOT MISS OUT ON THE MOMENT TO HIGHLIGHT YOUR BUSINESS AND DEMONSTRATE YOUR PARTNERSHIP TO WINNIPEG150 IN THE WARD.

EVENT HIGHLIGHTS

WINNIPEG
150 *in the ward*



'THE CHARLEY'
SOCIAL HOUSE



LIVE MUSIC FESTIVAL



FLAG FOOTBALL



PETTING ZOO



FOOD TRUCK WARS



EPIC FIREWORKS



BOUNCEY CASTLE PARK



THIRD+ BIRD



AUTOGRAPH ALLEY



FAMILY ENTERTAINMENT

DEMOGRAPHIC

CHARLESWOOD-TUXEDO-WESTWOOD

WINNIPEG
150 *in the ward*

TOTAL POPULATION

53,000

HOUSEHOLDS

19,910

AVERAGE INCOME

\$136,200

YOUNG PROFESSIONAL*

45.2%

COMMUNITY CLUBS & ORGANIZATIONS

8

SCHOOLS

22

7,500+ STUDENTS



*COUPLES WITHOUT CHILDREN

MUSIC FESTIVAL

MEET THE TEAM

WINNIPEG
150 *in the
ward*



WACKADOODLE DANCE PARTY
FT K CHEEDA & DJ CO-OP

DJ KONJO
THE KAPTAIN
DJ DAD



THE INCREDIBLY HIP

CATIE ST GERMAIN

ST BEACH BOYS

REVEREND RAMBLER

CAMPFIRE CRASHERS

JOE CURTIS

JAMIE BUCKBORO

JESS ARYE FROM SWEET ALIBI

BETWEEN THE DITCHES



STARBLAZER FIRE DANCERS
HIP HOP DANCE CREW
SCHOOL OF ROCK

OUR PARTNERS

WINNIPEG
150 *in the
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Academy
HOSPITALITY



THIRD + BIRD

ACADEMY HOSPITALITY HOSPITALITY SERVICE

ACADEMY HOSPITALITY WAS FOUNDED AND IS OWNED BY TUXEDO RESIDENT BOBBY MOTTOLA. WITH 8 SUCCESSFUL VENUES, HE IS THE LEADER IN THE FIELD OF HOSPITALITY. JUNE 15TH HE AND HIS TEAM WILL RESURRECT THE BELOVED 'CHARLEY' AND HOST A CRAFTED SERVICE TO EVENT ATTENDEES.

THIRD + BIRD MAKERS MARKET

THIRD + BIRD IS WINNIPEG'S LARGEST URBAN MARKET, CURATING POP-UPS AND PARTNERSHIP EVENTS SUCH AS CANADA GAMES, MANYFEST, ZOO LIGHTS, FOLKLORAMA, POLICE AND FIRE GAMES, ETC. IT PROVIDES A FUN AND INSPIRING GATHERING PLACE FOR ARTISANS AND SHOPPERS TO MEANINGFULLY CONNECT.

TITLE SPONSORSHIP

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1 OPPORTUNITY
LOGO PRESENCE

- 3 SILVERBOXES & 3 BUS BENCHES THROUGHOUT THE WARD
- BANNER STAGE PRESENCE
- DISPLAYED ON LED STAGE SCREEN THROUGHOUT THE DAY
- ALL EVENT SIGNAGE AND BANNERS THROUGHOUT THE SITE
- BANNER SIGNAGE AT ENTRANCE OF ZONE
- BANNER SIGNAGE AT ACTIVITY

ZONES- HOSPITALITY, FOOD TRUCK, BOUNCY CASTLE PARK, FAMILY ZONE

- 35,000 POSTCARDS DELIVERED
- VOLUNTEER TSHIRTS
- DIRECT MARKET SOCIAL PRESENCE 100,000 PPL REACH
- POSTERS ACROSS CHARLESWOOD, TUXEDO, & WESTWOOD

ACTIVITIES-- PETTING ZOO, AUTOGRAPH ALLEY, FACE PAINTER & CARTOONIST
X2 CLIMBING WALL, BOUNCEY CASTLE PARK

SPONSORSHIP OPPORTUNITIES

1 **EVENT SPONSOR** **\$10,000** **5 OPPORTUNITIES** **LOGO PRESENCE**

- DISPLAYED ON LED SCREEN PRIOR TO THROUGHOUT THE DAY
- BANNER STAGE PRESENCE
- ENTRANCE OF ZONE
- ALL EVENT SIGNAGE AND BANNERS THROUGHOUT THE SITE
- 35,000 POSTCARD DELIVERED
- DIRECT MARKET SOCIAL PRESENCE - 100,000 PPL REACH
- POSTERS ACROSS CHARLESWOOD, TUXEDO, WESTWOOD
- VOLUNTEER TSHIRTS

2. **ZONE SPONSOR** **\$7,500** **5 OPPORTUNITIES** **LOGO PRESENCE**

- BANNER STAGE PRESENCE
- ENTRANCE OF ZONE
- ALL EVENT SIGNAGE AND BANNERS THROUGHOUT THE SITE
- 35,000 POSTCARDS DELIVERED
- DIRECT MARKET SOCIAL PRESENCE - 100,000 PPL REACH
- POSTERS ACROSS CHARLESWOOD, TUXEDO, & WESTWOOD
- VOLUNTEER TSHIRTS

ZONES- HOSPITALITY, FOOD TRUCK, BOUNCY CASTLE PARK, FAMILY ZONE

3. **ACTIVITY SPONSOR** **\$5,000** **6 OPPORTUNITIES** **LOGO PRESENCE**

- BANNER SIGNAGE AT ACTIVITY
- ALL EVENT SIGNAGE THROUGHOUT THE SITE
- DIRECT MARKET SOCIAL PRESENCE
- 100,000 PPL REACH

ACTIVITIES-- PETTING ZOO, AUTOGRAPH ALLEY, FACE PAINTER & CARTOONIST X2 CLIMBING WALL, BOUNCEY CASTLE PARK

4. **FRIEND SPONSOR** **\$2,500** **20 OPPORTUNITIES**

- EVENT SIGNAGE THROUGHOUT THE SITE
- DIRECT MARKET SOCIAL PRESENCE
- 100,000 PPL REACH

5. **COMMUNITY SPONSOR** **\$1,000 OR LESS** **UNLIMITED OPPORTUNITY**

- EVENT SIGNAGE THROUGHOUT THE SITE



CELEBRATE WINNIPEG 150 *in the ward*

NEED MORE INFORMATION OR CONVINCING?

CONTACT BERNITA MOTTOLA

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SEE YOU THERE