



# SPONSORSHIP PACKAGE 2024



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# CONTACT US

## McKENZIE TOWNE COUNCIL

40 McKENZIE TOWNE BLVD. SE,  
CALGARY, AB T2Z 4X5

**Bree Moore**  
Events & Recreation Coordinator  
p. 403-781-6612 ext. 3  
[rec@mtcouncil.com](mailto:rec@mtcouncil.com)  
[www.mtcouncil.com](http://www.mtcouncil.com)

# WHO WE ARE

## THANK YOU FOR TAKING THE TIME TO LEARN ABOUT MTC!

McKenzie Towne Council owns, maintains and manages common amenities and features in the community. It is a private, not-for-profit Residents' Association that sets a desired course for the McKenzie Towne Hall and other shared amenities, ensuring their long-term stability. This assures that McKenzie Towne residents will continue to enjoy superior and unique amenities. This 1,300-acre community was developed in 1995 with a different concept from other communities in mind. Most of the amenities owned by the Council were strategically placed throughout the community by the community developer.

## OUR MISSION STATEMENT

MTC is a steward of the community, MTC enhances and maintains physical amenities while actively promoting collaborative participation amongst residents in an inclusive environment.

To be calgary's finest community where people live, work and play.



INVERNESS GAZEBO



# 2024 EVENT SCHEDULE

EVENT	DATE	TIME	R PRICE	LOCATION
Family Skate	February 17	11 AM - 1 PM	FREE	Prestwick Fountain Park
Easter Egg Hunt	March 30	10 AM - 12 PM	FREE	Prestwick Fountain Park
Community Clean Up	April 20	9 AM - 4 PM	FREE	MTC
Community Garage Sale & Market	May 25	9 AM - 2 PM	FREE	52nd Bus Terminal Lot
Neighbour Day	June 15	11 AM - 2 PM	FREE	Prestwick Fountain Park
Stampede Breakfast	July 11	9 AM - 11 AM	FREE	High Street
Movie in the Park	July 25, Aug 31	3 PM & 6 PM	FREE	Prestwick Fountain Park
Summer Luau Party	August 17	11 AM - 1 PM	FREE	Prestwick Fountain Park
MTC Open House	September 7	10 AM - 2 PM	FREE	MTC
Pumpkin Carving	October 11	6:30 PM - 8 PM	\$	MTC
Monster Mash Dance	October 25	6:30 PM - 8:30 PM	FREE	MTC
Christmas Park Lighting	November 12	5:30 PM - 6:30 PM	FREE	Prestwick Fountain Park
Grand South Christmas Market	November 16	10 AM - 3 PM	FREE	MTC
Santa Claus is Coming to Towne	December 14	9:30 AM - 11 AM	\$	MTC



**PUMPKIN CARVING**



**CHRISTMAS MARKET**



**MOVIE IN THE PARK**



**STAMPEDE BREAKFAST**



**SANTA CLAUS IS COMING TO TOWNE**



# GET INVOLVED!

## BRING YOUR BUSINESS TO MTC EVENTS!

Be involved in our vibrant community all-year while exposing your business to hundreds, even thousands, of people. With over 19,000 residents in McKenzie Towne, we're part of Ward 12 – the largest Ward in the city with some of the fastest growing communities!



## WHY SPONSOR?

Keep your business on top-of-mind of residents while giving back to the community! Your sponsorship allows us to offer events for free or at a low-cost, allowing families from all backgrounds to enjoy MTC events.

Our diverse set of events engages all demographics (families, youth, adults, and seniors) within McKenzie Towne and surrounding southeast communities throughout the entire year! And we get a range of attendance from 100 to 5000 people, depending on the event.

# SPONSORSHIP OPPORTUNITIES

Break through the clutter by being physically present at events. This allows you to connect personally with the community and delivers the results you are seeking!

## CHOOSE YOUR ANNUAL LEVEL

All sponsorship plans last 12 months from the date purchased.

**THE BELOW PLANS EXCLUDE STAMPEDE BREAKFAST**

### COMMUNITY SUPERHERO



Price: \$1600 (incl. GST)

What's Included?

- ✓ Event booth at **ALL events** within the sponsorship period
- ✓ **First pick on how to get involved at events over other packages**
- ✓ Sponsor "Thank you" signage at events (prepared by MTC)
- ✓ **Logo advertisement on our media TV in the lobby**
- ✓ **Re-shared content on social media / support with your events\***
- ✓ Logo recognition on our website under the "sponsorship" tab with a link to your company's website
- ✓ **One complimentary room rental for your company function (subject to availability)**
- ✓ **50% OFF ANY STAMPEDE PACKAGE** (see next page)

\*If you plan to host an event of your own, we will help promote it and be there to capture content that will be shared across our social media platforms!

### TOWNE HERO



Price: \$1100 (incl. GST)

What's Included?

- ✓ Event booth at **7 events** within the sponsorship period
- ✓ Sponsor "Thank you" signage at events (prepared by MTC)
- ✓ **Logo advertisement on our media TV in the lobby**
- ✓ Logo recognition on our website under the "sponsorship" tab with a link to your company's website

### LOCAL CHAMPION



Price: \$700 (incl. GST)

What's Included?

- ✓ Event booth at **3 events** within the sponsorship period
- ✓ Sponsor "Thank you" signage at events
- ✓ Logo recognition on our website under the "sponsorship" tab with a link to your company's website



**NOT ALL HEROES WEAR CAPES**

**FOR MORE INFORMATION  
EMAIL [REC@MTCOUNCIL.COM](mailto:REC@MTCOUNCIL.COM)**

### DISTRICT DO-GOODER

Don't see an option that is right for you?  
Let's do-good together and find out how you can help out the community!  
We accept donations in-kind.







# STAMPEDE BREAKFAST

STAMPEDE BREAKFAST 2023

The Stampede Breakfast is our biggest event! We partner with the Stampede Caravan Committee to host an official Stampede Breakfast in the city. The annual event is held on High Street in July from 9am-11am, and we anticipate serving breakfast to over 5,000 guests.

This breakfast is near and dear to many residents of McKenzie Towne and neighbouring communities. Its size rivals some of the largest breakfasts in the city and always draws a huge crowd from across southeast

## STAMPEDE BREAKFAST SPONSORSHIP PACKAGES



### THE GRANDSTAND PACKAGE **\$1500**

- ✓ Event booth at Stampede Breakfast with your promo merchandise and/or approved activity (must supply your own volunteers)
- ✓ Large company logo on Volunteer T-Shirts for the day of the event
- ✓ Sponsor "Thank you" signage at events (prepared by MTC)
- ✓ Name recognition in McKenzie Towne Talk of the Towne Newsletter
- ✓ Logo advertisement on our media TV in the lobby
- ✓ Logo recognition on Stampede Breakfast promotional material & website

Some activities to choose from (but not limited to):

- Serving Breakfast
- Interactive game with prizes
- Interactive Rodeo Display
- Pony Rides Attendant
- Petting Zoo Attendant
- Children's Games Attendant

Space is limited, first come and first served!



### THE RODEO PACKAGE **\$1000**

- ✓ Medium company logo on Volunteer T-Shirts for the day of the event
- ✓ Ability to walk around and hand out swag at event without a booth
- ✓ Sponsor "Thank you" signage at events (prepared by MTC)
- ✓ Name recognition in McKenzie Towne Talk of the Towne Newsletter
- ✓ Logo advertisement on our media TV in the lobby
- ✓ Medium logo recognition on Stampede Breakfast promotional material & website

**YOU MUST SUBMIT YOUR LOGO BY JUNE 1 FOR MARKETING ITEMS**

**PAYMENT IS DUE JULY 1**

**SUPERHERO SPONSORS GET 50% OFF ANY STAMPEDE PACKAGE**



### THE YAHOO PACKAGE **\$500**

- ✓ Medium company logo on Volunteer T-Shirts for the day of the event
- ✓ Sponsor "Thank you" signage at events (prepared by MTC)
- ✓ Small logo recognition on Stampede Breakfast promotional material & website



### WESTERN HOSPITALITY

Your brand/company provides in-kind donations that are fitting for the Stampede Breakfast (e.g. bottles of water, snacks, etc.) This package includes online promotion, small-sized logo on the volunteer t-shirt and a logo on the poster.

# THE DETAILS

## INVOICING AND PAYMENT

Your organization will be invoiced within 15 business days of submitting Sponsorship Application (Page 9). Payment by credit card, cheque, debit or e-transfer is accepted. The invoice will be due and payable before the first event that you have chosen to sponsor. You may call 403-781-6612 ext. 3 for assistance. E-transfers must be sent to [acctn@mtcouncil.com](mailto:acctn@mtcouncil.com) with your business name and sponsorship level in the notes.

## EVENT PARTICIPATION

We highly encourage all sponsors to have volunteers at our events to receive maximum return on investment and exposure. SWAG (branded merchandise) is allowed at our events. Involvement at events is also on a first come, first served basis. We include many activities at our events for the benefit of both attendees and sponsors. If you are unable to attend our events, you are still welcome to bring swag/banners/etc. but you are responsible for delivery/pickup/setup.

## COMMUNICATION

Event details will be communicated by the Recreation and Event Coordinator. Because we produce around 15 events each year and plan well in advance, our communication may come sooner than expected. Ensure that a contact person is designated who will be able to coordinate event details with us in a timely fashion.



**READY TO BECOME A SPONSOR? FILL OUT THE APPLICATION ON THE NEXT PAGE AND EMAIL IT TO [REC@MTCOUNCIL.COM](mailto:REC@MTCOUNCIL.COM)**



## Company Information

**Business Name:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Social Media:** \_\_\_\_\_  
**Website:** \_\_\_\_\_

## Your Involvement

**Please check the name of the Annual Sponsorship Package:**

- Community Superhero - All Events - \$1600 incl. GST
- Towne Hero - 7 Events - \$1100 incl. GST
- Local Champion - 3 Events - \$700 incl. GST
- District Do-Gooder (in-kind): \_\_\_\_\_

**Please check the name of the Stampede Sponsorship Package:**

- Grandstand Package (\$1500 incl. GST)
- Rodeo Package (\$1000 incl. GST)
- Yahoo Package (\$500 incl. GST)
- Western Hospitality (in-kind): \_\_\_\_\_

**Please check the events you would like to sponsor:**

- |   |   |
|---|---|
| <input type="checkbox"/> Family Skate                 | <input type="checkbox"/> Summer Luau Party              |
| <input type="checkbox"/> Easter Egg Hunt              | <input type="checkbox"/> MTC Open House                 |
| <input type="checkbox"/> Community Clean Up           | <input type="checkbox"/> Pumpkin Carving                |
| <input type="checkbox"/> Community Garage Sale/Market | <input type="checkbox"/> Monster Mash Dance             |
| <input type="checkbox"/> Neighbour Day                | <input type="checkbox"/> Christmas Park Lighting        |
| <input type="checkbox"/> Movie in the Park July       | <input type="checkbox"/> Grand South Christmas Market   |
| <input type="checkbox"/> Movie in the Park August     | <input type="checkbox"/> Santa Claus is Coming to Towne |

## Disclaimer & Signature

*Your signature below indicates you are in a position to authorize this contract between your organization and McKenzie Towne Council. Any business conducted with MTC will remain confidential by you and your company*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_