



Antler Breakfast – November 22
Christmas in the Pedway – November 23
Sponsor Package 2019



Greater Moncton Progress Club

Club Progrès du Grand Moncton

Sponsorship Coordinators: Adam MaGee & Bruce Foster
Event Chair: Joe Greer
P.O. Box 29019 RPO North
Moncton, NB E1G 4R3
506-872-2507 – Phone
506-855-8112 – Fax

Email sponsorship@monctonprogressclub.org

Website www.monctonprogressclub.org

The Big Event

Antler Breakfast (November 22, 2019 at the Delta Beauséjour 6:30 a.m. – 9:30 a.m.) & Christmas in the Pedway (Nov. 23, 2019)

Over the years the *Antler Breakfast* event has become synonymous with the kickoff to Greater Moncton's Christmas season. Each year the *Antler Breakfast* welcomes over 1,500 people sporting red antlers and savouring an early-morning breakfast served up by Progress Club members, at the Delta Beauséjour (the Club's co-producer for this event).



This spirited and festive signature event welcomes everyone to a family and corporate-friendly atmosphere where we raise funds through ticket sales, sponsorship packages and on-site activities like teddy bear sales, 50/50 draw and donations.

The second and most heart-warming part of the *Antler Weekend* is *Christmas in the Pedway*. An essential component of the Club's identity; we use this event to ensure that our community's most vulnerable children don't miss out on the Holiday Spirit. We transport, feed and entertain sick kids and their families from Greater Moncton's two Hospital's pediatric wards, hosting them at the City Hall Pedway. From the comfort of



the Pedway they get to watch the *Royale Greater Moncton Santa Claus Parade* in safety and warmth all with the best vantage point possible! Pizza, presents and celebrity guests complete the evening for these children and their families, for whom a Holiday-themed night out is a special, fun-filled respite from their worries and cares, if only for a few hours.

Partnership and Sponsorship Opportunities

The Greater Moncton Progress Club would not be able to meet our charitable obligations and social mandate without the community's generous support, especially, from the business community. For our upcoming event we have specially designed the sponsorship categories listed below. As you will read, your sponsorship will gain your company both advance marketing exposure as well as community goodwill recognition at the event. The recognition packages below are a suggested starting point; we remain open to customizing recognition packages to meet your company's unique marketing ideas and requirements.

We ask that you please take the time to review these marketing opportunities and decide where your company could best benefit from a relationship with the Greater Moncton Progress Club. We understand that you are approached by multiple, worthy causes and charities, and we appreciate your consideration in supporting our Club's charity events. We look forward to exploring how we can work together to make our community stronger. Should you have any questions, please email our Sponsorship Coordinators, Adam Magee and Bruce Foster at sponsorship@monctonprogressclub.org or call (506) 872-2507 to arrange a telephone or in person meeting.

Sponsorship Levels

\$7,500 Antler Breakfast Presenting Sponsorship (One Opportunity)

1. Corporate name/logo attached to all event marketing activities as the presenting sponsor (event logo, website, social media, posters, event tickets and radio).
2. Your logo on the *Christmas in the Pedway* banner over Main Street for the month leading up to the *Royale Greater Moncton Santa Claus Parade*.
3. Your name/logo to appear with the Progress Club logo on each of the 60 tables during the breakfast event.
4. Your logo projected in a looping presentation during the breakfast event.
5. Your logo included on the welcome photo op media wall during the breakfast event.
6. Opportunity to have on-site activation at the breakfast event as a sponsor booth in the lobby and/or special activities throughout the event.
7. Opportunity to address the audience from the podium during the breakfast event.

8. Opportunity to designate up to four (4) staff to help at the *Christmas in the Pedway* event.
9. Opportunity to designate staff to volunteer at the Breakfast event.
10. Access up to 100 event tickets to the *Antler Breakfast* (\$1,500 value).
11. Right of first refusal for the “Presenting Sponsorship” category (April 31st deadline).

\$5,000 Antler Breakfast Platinum Sponsorship (One Opportunity)

1. Corporate name/logo attached to all event marketing activities as the presenting sponsor (website, social media, posters, event tickets and radio).
2. Your logo on the *Christmas in the Pedway* banner over Main Street for the month leading up to the *Royale Greater Moncton Santa Claus Parade*.
3. Your name/logo to appear on table toppers for each of the 60 tables during the breakfast event.
4. Your logo projected in a looping presentation during the breakfast event.
5. Opportunity to have on-site activation at the breakfast event as a sponsor booth in the lobby and/or special activities throughout the event.
6. Opportunity to address the audience from the podium during the breakfast event.
7. Opportunity to designate two (2) staff to help at the *Christmas in the Pedway* event.
8. Opportunity to designate staff to volunteer at the Breakfast event.
9. Access up to 50 event tickets to the *Antler Breakfast* (\$750 value).
10. Right of first refusal for the “Platinum Sponsorship” category (April 31st deadline).

\$5,000 Christmas-in-the-Pedway “Brought to you by” Sponsorship (One Opportunity)

1. Corporate name/logo attached to select event marketing activities as the Pedway “Brought to you by” sponsor (website, social media, posters, event tickets and radio).
2. Your logo on the *Christmas in the Pedway* banner over Main Street for the month leading up to the *Royale Greater Moncton Santa Claus Parade*.

3. Your name/logo to appear on table toppers for each of the 60 tables during the breakfast event.
4. Your logo projected in a looping presentation during the breakfast event.
5. Opportunity to have on-site activation at the breakfast event as a sponsor booth in the lobby and/or special activities throughout the event.
6. Opportunity to address the audience from the podium during the breakfast event.
7. Opportunity to designate up to six (6) staff to help at the *Christmas in the Pedway* event.
8. Opportunity to designate staff to volunteer at the Breakfast event.
9. Access up to 50 event tickets to the *Antler Breakfast* (\$750 value).
10. Right of first refusal for the "brought to you by" category (April 31st deadline).

\$2,500 Antler Breakfast Gold Sponsorship

1. Corporate recognition in select event marketing activities (website, social media, posters and radio).
2. Your logo on the *Christmas in the Pedway* banner over Main Street for the month leading up to the *Royale Greater Moncton Santa Claus Parade*.
3. Table-topper corporate logo signage on minimum of four (4) tables during the breakfast event.
4. Your logo projected in a looping presentation during the breakfast event.
5. Opportunity to have on-site activation at the breakfast event such as a sponsor booth in the lobby and/or special activities leave business cards/promotional material at your designated tables / section
6. Opportunity to designate staff to volunteer at the Breakfast event.
7. Access up to 30 event tickets to the *Antler Breakfast* (\$450 value)

\$1,000 Antler Breakfast Silver Sponsorship

1. Corporate recognition in select event marketing activities (website, social media).
2. Table-topper corporate logo signage on two (2) tables during the breakfast event.

3. Your logo projected in a looping presentation during the breakfast event.
4. Opportunity to leave business cards/promotional material at your designated tables at the breakfast event.
5. Opportunity to designate staff to volunteer at the Breakfast event.
6. 20 event tickets to the *Antler Breakfast* (\$300 value).

\$500 Antler Breakfast Table Sponsorship

1. Corporate recognition in select event marketing activities (website, social media).
2. Table-topper corporate logo signage on one (1) table during the breakfast event.
3. Your logo projected in a looping presentation during the breakfast event.
4. Opportunity to leave business cards/promotional material at your designated table during the breakfast event.
5. 10 *Antler Breakfast* tickets (\$150 value).

In-Kind Product or Prize Sponsorship

Each year the event is prepared to feed as many as 2,000 guests at the Antler Breakfast and we rely on a lot of food and beverage donations to make it happen. As an F&B donor we provide you with special signage recognition at your service station as well as recognition as outlined for cash sponsors commensurate with your retail support value. In addition to F&B items we also consider prize donations that can be used as door prizes or for a raffle draw.

Ticket Purchase Information

If you cannot sponsor us this year you can still support the event by buying tickets and attending. Many companies bring their staff and / or clients out as a group outing to jumpstart the season as a show of appreciation and we also have several staff or union groups buy tickets to come out together and celebrate the season. We can even invoice you directly so call 855-8525 or email tickets@monctonprogressclub.org today.



Antler Breakfast

Greater Moncton Progress Club
Club Progrès du Grand Moncton

Déjeuner des rennes

Through the Eyes of a Child • À travers les yeux d'un enfant

Who is the Greater Moncton Progress Club?

Our Service Club organization has been in operation in Greater Moncton since 2001, and nationally since 1922. Our Club mission, *through the eyes of a child we serve to build a stronger community*, is more than just another tagline, it is our guiding principle. We don't just raise and distribute funds; we often get involved and invest sweat equity with our charity partners. Whether it is a charitable donation, rolling up our sleeves to put a roof on a kid's camp or helping a family who is going through a crisis situation, we are driven to help children do what's important for them; grow up healthy, have fun and live life to the fullest. The activities we undertake and the causes we support always focus on improving the lives of youth and their families in our community. We are proud to say that 100% of all the funds we raise stay local.



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In our support for children and families we take a unique approach from other important organizations in the community. For example, rather than buy medical equipment for our hospitals, we focus on the small things that often get overlooked, like toys, games and family room furnishings that make a difficult time more bearable for the sick children and their families. We keep many Christmas trees for needy families from being bare on Christmas morning by sending out food, stockings and presents. We buy renovation materials and provide the labour to help some of our local charities keep from falling apart.

We are a chapter of the Canadian Progress Club (<http://www.progressclub.ca/>) and as such we are also committed to our charitable affiliation with the Special Olympics, where at the national level we are the largest non-corporate sponsors of the event. Our commitments at the national level are covered through our membership dues, not local sponsorships. We are a registered, not-for-profit corporation and as such accountability and transparency are very important to us. Financial statements for the Club are available upon request.

Why do we do what we do?

We believe we all have a role to play in ensuring that underprivileged children, children with health issues and families in crisis get the help and resources they need to succeed and be a stronger part of our community. Our Club has an extensive network of community partners who alert us to children, families and organizations in need. We specialize in helping those who often end up falling through the cracks; evaluating each need on its own merits then helping to find solutions or providing the assistance directly, when the situation calls for it. Funding requests are handled discreetly, professionally and fairly.

Who do we support?

The common thread between all the causes we support is that they are all children and youth focused. We are currently strategically aligned with the following charities and causes: Camp Livingston, Sistema NB, Atlantic Wellness Centre, Special Olympics, Moncton Hospital Pediatric Unit, Jon Bassett Memorial Scholarship, Riverview Boy's & Girl's Club, Centre hospitalier universitaire Dr-Georges-L.-Dumont Pediatric Unit as well as individual children and families in crisis through our Ways & Means Committee.

We are always open to considering the support of additional local charities or causes who reach out to the Club. If their missions align with ours, and we have the expendable resources, then we are keen to partner where we can make a difference.

