



Virден Community Chamber of Commerce
425 6th Avenue (CPR Heritage Centre)
PO Box 899
Virден, MB R0M 2C0

Phone: (204) 851-1551
E-Mail: virdencc@mymts.net

Event Sponsorship Package



28th Annual Downtown Daze
Thursday, August 18 2016

A community celebration to kick-off the annual
Virден Indoor Rodeo & Wild West Daze;
Winner of the 2015 Tourism Westman "Event of the Year"

11:30 AM - 1:30 PM
5:00 PM - 9:00 PM

Community BBQ in Victoria Park
Downtown Daze Street Fair on
7th Avenue (Downtown)

Virден, Manitoba
www.virdenchamber.ca
www.virdenindoorrodeo.ca



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Dear Supporter,

On Thursday, August 18 2016, the Virден Community Chamber of Commerce will host the 28th annual "Downtown Daze"; a community celebration to kick-off the annual Virден Indoor Rodeo & Wild West Daze, winner of Tourism Westman's "Event of the Year" in 2015.

Each year, the Virден Community Chamber of Commerce organizes and runs the community event, to help bring visitors to town, and to our downtown business district. This event boasts free admission to the public, with lots of great activities for the entire family. Activities from past years include:

- Inflatable bouncers
- Human Chuckwagon Races
- Food Vendors
- Live Entertainment
- Vendor and Display Tables
- EMS Displays (RCMP, Fire Department, STARS, etc...)
- Mechanical Bull
- Dunk Tank
- Petting Zoo

Each year, we aim to improve upon the event by bringing in new and exciting activities, events and entertainment.

While this is a community event with free admission, the Virден Community Chamber of Commerce uses this event as a fundraiser; with profits being used towards other Chamber functions, activities and initiatives. These include, but are not limited to:

- Virден Tourist Information Centre
- Virден & District Settlement Services
- Manitoba Youth Job Centre - Virден Office
- Various Community Activities, such as Pictures with Santa, Santa Claus parade, Christmas Shop Local campaign, and more.

We would like to invite you to go over our detailed sponsorship and donation opportunities in this document. Contact the Chamber office prior to June 1, 2016 to determine if a meeting is warranted. In the meantime, please do not hesitate to contact me at (204) 851-1551 or virdencc@mymts.net should you require any further information.

Thank you for your time and consideration.

Sincerely,

Amanda Isaac
Manager
Virден Community Chamber of Commerce

Enclosure



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28th Annual "Downtown Daze"

Event Information

The Virден Community Chamber of Commerce will be hosting the 28th Annual "Downtown Daze" on Thursday, August 18 2016. This community event is held to kick-off the annual Virден Indoor Rodeo & Wild West Daze; winner of Tourism Westman's "Event of the Year" award in 2015.

This event is held annually, usually on the third Thursday in August, and serves as both a community event and fundraiser for the Virден Community Chamber of Commerce. Our non-profit organization, incorporated in 1889, provides support and advocacy to our membership, as well as providing services and supports for the local community.

In addition to the Chamber of Commerce, our volunteer board of directors and limited staff members, are responsible for the functions of the following programs/services:

- Virден Tourist Information Centre - Provides resources and information for visitors and locals. The centre is open year-round, with assistance from Arts Mosaic/Virден Community Arts Council, and staffs a full-time summer student during the months of May-August.
- Virден & District Settlement Services - Provides resources, information, support and assistance to people who are learning to live in a new country or area of the country. Settlement services help to develop the skills and knowledge to participate in Canadian society.
- Manitoba Youth Job Centre, Virден Office - This office, located in the Virден Employment Skills Centre is open May through August each year, staffed by a full-time summer student, provides students and youth ages 12-29 with free information and education on career development and employment-related skills.

Event Details

- Thursday, August 18 2016 5:00pm - 9:00pm 7th Avenue, Virден Manitoba (Map provided)
- Audience Information: All ages, from infant to senior, majority are young families with children; media are always invited to attend, including local newspaper, local radio and local television (Westman Communications Group).
- Cost of the Event: Event budget is currently set at \$15,000; this includes costs for and associated with activities such as inflatable bouncer rental and operations, petting zoo, live entertainment and related costs, mechanical bull, prizes, and more. For a detailed budget, please contact the Chamber Manager, Amanda Isaac.

Event Objectives

The goal of the event is to draw locals and visitors to our community, especially to our downtown "Business District", as well as to provide an exciting community event to kick-off Virден's most popular event; Virден Indoor Rodeo & Wild West Daze. Our secondary goal, as a fundraising event, is to raise funds to assist with the functions and activities of the Virден Community Chamber of Commerce.

Event Activities

Activities planned for this year will include, but are not limited to:

- Mechanical Bull
- Dunk Tank
- Vendor & Display Tables
- Live Entertainment
- EMS Displays (RCMP, Fire Department, etc...)
- Inflatable Bouncers
- Carnival Games
- and more!

Event Organizers

This event is organized by the Manager of the Virden Community Chamber of Commerce, Amanda Isaac; a part-time employee, along with the assistance and guidance of the volunteer board of directors for the Virden Community Chamber of Commerce.

Media Support & Event Promotion

Media support for the event has not yet been confirmed; however, the following outlets have been invited to either attend, report on and/or advertise the event:

- Print Media: Virden Empire Advance
- Television: WCG TV (Access Channel)
- Radio: CJ103, 880CKLQ, 96.1BOB FM, 101.1FM The Farm, 94.7 StarFM

Social Media outlets currently and continuously being used to advertise and promote the event, include:

- Twitter: @VirdenMBChamber
- Facebook: Virden Community Chamber of Commerce, Virden Tourist Information Centre (Virden Tourism)
- Virden Chamber website: www.virdenchamber.ca
- Virden Tourist Information website: <http://virdentourismcenter.wix.com/virdentourismbooth>
- Virden Indoor Rodeo & Wild West Daze website: www.virdenindoorrodeo.ca

Other event promotions will include posters placed in various locations around Virden and surrounding areas, in addition to all of the advertising done by the Virden Indoor Rodeo & Wild West Daze committee.

Event information will also be featured in an upcoming edition of the "Chamber Connections" newsletter by the Virden Community Chamber of Commerce; made available on our website, social media pages and to our membership via email.

PREVIOUS EVENT PUBLICATIONS

The Virden Community Chamber of Commerce Presents:
Downtown Daze 2015
Thursday, August 13
7th Avenue
Virden, MB

Kick-off to the Virden Indoor Rodeo & Wild West Daze

FREE ADMISSION!

<p>11am-2pm FREE Corex Resources Stakeholder & Community BBQ in Victoria Park with live entertainment -Everyone Welcome!-</p> <p>7pm Annual Human Chuckwagon Races -CASH PRIZES!-</p>	<p>Downtown Events 5pm-9pm</p> <table border="0" style="width: 100%;"> <tr> <td>Petting Zoo</td> <td>Pony Rides</td> </tr> <tr> <td>Inflatable Bouncers</td> <td>Carnival Games</td> </tr> <tr> <td>Live Band-'Sentinel'</td> <td>Dunk Tank</td> </tr> <tr> <td>MPI Kid's Mini Car Town</td> <td>Human Jail</td> </tr> <tr> <td>Mechanical Bull</td> <td>Food Vendors</td> </tr> <tr> <td>50/50 Draw</td> <td>Karaoke</td> </tr> </table> <p style="text-align: center;">Face Painting Special Mascot Appearances Sidewalk Sales & Independent Table Displays High School Rodeo Fundraiser BBQ And much, much more!</p>	Petting Zoo	Pony Rides	Inflatable Bouncers	Carnival Games	Live Band-'Sentinel'	Dunk Tank	MPI Kid's Mini Car Town	Human Jail	Mechanical Bull	Food Vendors	50/50 Draw	Karaoke
Petting Zoo	Pony Rides												
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MPI Kid's Mini Car Town	Human Jail												
Mechanical Bull	Food Vendors												
50/50 Draw	Karaoke												

Gold Thank you to our generous sponsors!

 COREX RESOURCES	 CO-OP Valleyview	Silver Morris Oilfield Service Great Western Tong & A. Wilson Autobody Paterson, Patterson, Wyman & Abel
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MAINLINE KING OF TRUCKS VIRDEN-BIRTLE

Left - Event Poster

Right - Advertisement in local newspaper; Virden Empire Advance

2015 WILD WEST DAZE
DOWNTOWN EVENTS REGISTRATIONS
 Events date: **Thursday, August 13 5-9pm**

HUMAN CHUCKWAGON RACE
 \$35 per team of 5
 Cash prizes, including prize for team with best costumes

TRADE/CRAFT SALE
 Table Rentals: \$20 per table

To register or for more information,
 call Amanda (204) 851-1551
 Registration Deadline:
 August 1, 2015

Event Map

Showing placement of activities & events
 Map was made available to all vendors, volunteers and to the public at the Information table.

7th Avenue

Start @ 7pm

Wellington St

Queen St

Nelson St

= Washroom & Handwash Facilities

<ol style="list-style-type: none"> 1. 96.3 BOB FM 2. Chris Linkster - Jewelry, Ceramics, Pictures, etc... 3. Canadian Cancer Society 4. Manitoba Hydro 5. That Special Something - Giftware, etc... 6. Moccasins by Maureen - sewing, sparkle tattoos, etc... 7. Rada Knives & More 8. Settlement Services - Karaoke 9. Mimi Donuts, Lemonade, Sno-Cones 10. Hi-Way Grocery - Hard Ice Cream 11. Pizza Pizza - Pizza 12. Royal Purple - Bake Sale 13. Bouncer & Carnival Game Ticket Sales 14. Carnival Games 	<ol style="list-style-type: none"> 15. Virden High School Rodeo- Fundraiser BBQ 16. Larry Maguire, MP 17. Virden Pet Network - Fundraiser Raffle 18. JK Apparel - Clothing, leggings 19. Tocara - Jewelry 20. Kelchris - Fundraiser Raffles 21. Sunset Gourmet - Spices, Sauces & Dips 22. Arts Mosaic - Characaturist, Raffle, Ticket Sales 23. INFORMATION, Chamber of Commerce, Tourist Booth & Settlement Services 24. Face Painting 25. Virden Pioneer Home Museum- Fundraiser 26. MB Metis Federation - Log Cabin Raffle
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Sponsorship Levels and Benefits

*Limited # of sponsorships available for most categories.
 Sponsorships will be received on a first-come, first-paid basis.*

Sponsor Benefits	Platinum	Gold	Silver	Bronze
	Chamber Member \$1,500+	Chamber Member \$1000-\$1499	Chamber Member \$400-\$999	Chamber Member \$1-\$399
	Future Member \$2000+	Future Member \$1500-1999	Future Member \$900-1499	Future Member \$400-899
Naming rights available for individual activity or event - <i>Contact the Chamber for more information</i>	●			
First right of refusal for renewal for sponsorship of the event	●	●		
Company logo on advertising and media for the event	●			
Company name on advertising and media for the event		●		
Company logo on event map	●			
Company name on event map		●	●	
Company logo on signage at the event	●			
Company name on signage at the event		●	●	●
Company name and sponsorship level mentioned at the event	●	●	●	
Company logo on Thank You advertisements and media done for the event	●			
Company name on Thank You advertisements and media done for the event		●	●	●



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2016 Sponsorship Form

Company Name: _____

Contact Name & Title: _____

Mailing Address: _____

Phone #: _____ Fax: _____

Email: _____

Event & Date: _____

Sponsorship Level & Amount (\$): _____

Event Involvement Requested: _____

Additional Information/Special Request: _____

Please be sure to email company logo to virdencc@mymts.net for use on materials and advertising of the event being sponsored, if applicable.

Sponsorships received less than 60 days prior to the event may not be included on all printed materials, media, advertising, etc... for the event. To ensure you are taking full advantage of the sponsorship benefits, please ensure your sponsorship is received a minimum 60 days prior to the event. For those sponsorships received less than 60 days prior to the event, the Virden Community Chamber of Commerce will take any and all steps available to ensure recognition for the sponsorship level requested to the fullest extent possible. Please contact the Chamber Manager for further details.