

VARIETY'S HOMETOWN CHAMPIONS



variety
the children's charity

WWW.VARIETYMANITOBA.COM

WHO'S THE HOMETOWN CHAMPION?

The objective of the Hometown Champion program is to have a local professional athlete act as a brand ambassador and role model for Variety children to help motivate and inspire them to reach their potential. Hometown Champions is designed to give athletes the opportunity to reconnect with their hometown roots. Here at Variety, we see firsthand the important role sports and our sports idols play in a child's life. They provide inspiration, motivation, and courage.

Variety is proud **Brady Oliveira** is one of our Hometown Champions in Manitoba. In addition to all the accolades he has received during his high school and college careers, Brady has faced his share of adversity along the way; eventually becoming the starting running back for his hometown, Winnipeg Blue Bombers. In 2023 Brady became CFL's Most Outstanding Canadian and rushed for 1,534 yards, the second most by a Canadian in a single season.

His kind and caring nature makes him a natural with children and an obvious choice to become our a Variety Hometown Champion.

Brady Oliveira says, "I'm excited to participate in Variety's Hometown Champion program in support of kids living with special needs. I hope my involvement can inspire all children in Manitoba and can encourage them to reach their potential".



BECOME A CHAMPION

FULL SEASON SPONSORS



GAME SPONSOR

\$10,000

- Logo recognition on Variety's Hometown Champions webpage with link
- Logo recognition in 4 electronic newsletters sent during the season
- Name recognition on Variety's social media channels with Premium location and tagging after each game played by Variety's Hometown Champion
- Logo recognition in Variety's Annual Report
- Custom made Hometown Champions jersey with logo
- Autographed football by Variety's Hometown Champion
- Partial Tax Receipt

TOUCHDOWN SPONSOR

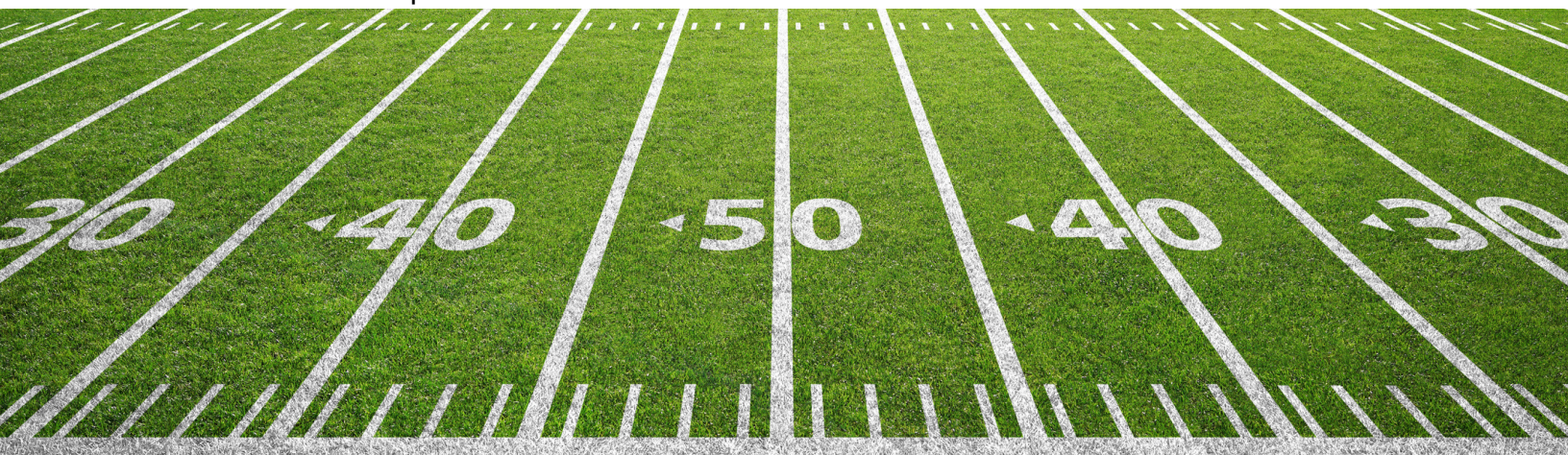
\$1,000 per touchdown by Variety's Hometown Champion

- Logo recognition on Variety's Hometown Champions webpage with link
- Logo recognition in 3 electronic newsletters sent during the season
- Logo recognition on Variety's Partner webpage
- Name recognition on Variety's social media channels with Premium location and tagging after each game
- Custom made Hometown Champions jersey with logo
- Autographed football by Variety's Hometown Champion
- Partial Tax Receipt

YARD SPONSOR

\$5 for every yard gained by Variety's Hometown Champion

- Logo recognition on Variety's Hometown Champions webpage with link
- Logo recognition in 4 electronic newsletters sent during the season
- Name recognition on Variety's social media channels with Premium location and tagging after each game
- Logo recognition in evening program at Variety's Gold Heart Gala
- Custom made Hometown Champions jersey with logo
- Autographed football by Variety's Hometown Champion
- Partial Tax Receipt



BECOME A CHAMPION



CHAMPION SPONSORS

GOLD SPONSOR - \$7,500

- Logo recognition on Variety's Hometown Champions webpage with link
- Logo recognition in 3 electronic newsletters sent during the season, 1 with a write up about your organization
- Name recognition on Variety's social media channels with tagging after each game
- Custom made Hometown Champions jersey with logo
- Partial Tax Receipt

SILVER SPONSOR - \$5,000

- Logo recognition on Variety's Hometown Champions webpage
- Logo recognition in 1 electronic newsletter sent in June 2024
- Name recognition on Variety's social media channels with tagging 4 times per season
- Partial Tax Receipt

BRONZE SPONSOR - \$2,500

- Logo recognition on Variety's Hometown Champions webpage
- Name recognition on Variety's social media channels with tagging 2 times per season
- Partial Tax Receipt

"I could not have asked for a better person for my son, Jaxon to look up to. Brady's name is mentioned many times a day in our house. Jaxon comes home from school and watches games on YouTube. So grateful Brady has gifted Jaxon so much confidence within himself." - Kristyn, Jaxon's Mom



BECOME A CHAMPION

INDIVIDUAL GAME DAY SPONSORS



TOUCHDOWN SPONSOR*

\$1,000 per touchdown by Variety's Hometown Champion during selected game

- Logo recognition in 2 electronic newsletters sent during the selected game's month and in final newsletter sent after the season
- Name recognition on Variety's social media channels after the selected game
- Partial Tax Receipt

GAME SPONSOR*

\$500 for selected game played by Variety's Hometown Champion

- Logo recognition in 1 electronic newsletter sent during the selected game's month
- Name recognition on Variety's social media channels with premium placement, after the selected game
- Partial Tax Receipt

YARD SPONSOR*

\$5 for every yard gained by Variety's Hometown Champion during selected game

- Logo recognition in 1 electronic newsletter sent during the selected game's month
- Name recognition on Variety's social media channels after the selected game
- Partial Tax Receipt



*Can be combined with other GAME DAY SPONSORS and recognition opportunities will be discussed.



SPONSOR INFORMATION



To sponsor Variety's Hometown Champions please complete this form and send back to Ashley at atavares@varietymanitoba.com.

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ **PRO:** _____

P.C.: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

PAYMENT INFORMATION:

SPONSOR LEVEL: _____ **AMOUNT:** _____

I WOULD LIKE TO: _____ **PAY BY CREDIT CARD** _____ **SEND A CHEQUE**
_____ **BE SENT AN INVOICE** _____ **SEND AN ETRANSFER**

CREDIT CARD NUMBER: _____

EXPIRY DATE: _____ / _____ **CVC:** _____

Cheques can be made out to Variety Manitoba and mailed to:
440A Don Ave. Winnipeg, MB, R3L 0S4.

E-Transfers can be sent to finance@varietymanitoba.com.

Need more information or what to discuss? Please contact Ashley at
204-982-1050 or atavares@varietymanitoba.com.