

Winter Wonderland

presented by  **variety**
the children's charity

2025 Sponsorship Opportunities

Date: December 9, 2025

Time: 11 am

Where: RBC Convention Centre
- Halls A&B

Presented by:



RBC
Convention Centre
WINNIPEG

Pratts
WHOLESALE
FOOD SERVICE
A Family Company Since 1910



204-982-1050



varietymanitoba.com



@varietymanitoba



Why Winter Wonderland?

THE IMPACT

For many families, winter is a time of added pressure. Winter Wonderland ensures that every child who attends enjoys a festive meal, warm gear, and a day of pure joy.

YOUR SUPPORT DELIVERIES

1400 hot meals served on site, 1400 gift bags with toys, transportation to the event for participating schools, live entertainment, hands-on kid activities and warmth kits filled with hats and mittens at no cost to families.

OUTCOME PROMISE

Your partnership does more than cover costs—it creates a memory children carry home. Kids leave feeling seen and celebrated. The stories, gifts, and treats stretch the season at home and fill classrooms with buzz the next day. On event day, the joy is contagious—students, teachers, and volunteers all feel lifted into the holiday spirit.

Sponsorship Opportunities

\$10,000



Season of Wonder Sponsor

1 available

- Logo on event webpage and signage throughout the event
- Emcee thanks at welcome + mealtime
- Inclusion in press release as Season of Wonder sponsor
- 4 tagged social posts; 2 newsletter features (pre and post event)
- Opportunity for up to 15 volunteer shifts for company staff
- Receive a thank you letter from a participating school

\$7,500

Joy Bringer Sponsor

1 available

- Logo on event webpage and signage throughout the event
- Emcee thanks at welcome
- 3 tagged social posts; 2 newsletter features (pre and post event)
- Opportunity for up to 10 volunteer shifts for company staff
- Receive a thank you letter from a participating school

Sponsorship Opportunities

\$5,000

Winter Magic Sponsor

1 available

- Logo on event webpage and signage throughout the event
- Emcee thanks at welcome
- 1 tagged social posts; 2 newsletter features (pre and post event)
- Opportunity for up to 6 volunteers shifts for company to welcome students
- Receive a thank you letter from a participating school



\$3,000

Holiday Cheer Sponsor

1 available

- Logo on stage signage and event webpage
- Emcee thanks at welcome
- 1 tagged social posts; 1 newsletter feature (post event)
- Opportunity for up to 6 volunteers shifts for company
- Receive a thank you letter from a participating school

Sponsorship Opportunities

\$2,500

Adopt-A-School (limited per school)

Support the full experience for approximately 150 children from one partner school.

- Logo on event webpage and signage throughout the event
- Table signage recognition “Thanks to your Adopt-A-School partner”
- 1 tagged social post (Adopt-A-School partners); 1 newsletter feature (post event)
- Opportunity for up to 4 volunteers shifts for company
- Receive a thank you letter from the school you supported to attend.



\$1,250

Adopt-A-Class (limited per classrooms)

Support the full experience for approximately 2 classrooms of children from one partner school.

- Logo on event webpage and signage throughout the event
- 1 tagged social post (Adopt-A-Classroom partners); 1 newsletter feature (post event)
- Receive a thank you letter from the school you supported to attend



Sponsorship Opportunities

\$625

Adopt-A-Smile

Support the full experience for approximately 30 children from one partner school.

- Logo on event webpage and signage throughout the event
- 1 tagged social post (Adopt-A-Smile partners); 1 newsletter feature (post event)
- Receive a thank you letter from a participating school



Be part of our **Community of Light Sponsors** by donating in-kind items for gift bags children receive.



IN-KIND WISH LIST

Please think in cases, not singles. We're serving 1,400 children in one day. Ideal donation sizes are full cases or half-pallets. All items must be new and unopened.

Warmth Kit Components (child & youth sizes)

- Toques/Beanies
- Mittens/Gloves
- Neck warmers/Scarves
- Ear warmers/Headbands
- Thermal socks

Hygiene Items (individually packed)

- Dental kits (toothbrush + travel toothpaste; add floss picks where possible)
- Unscented lip balm (child-safe)
- Pocket tissues (10-pack)
- 2-in-1 shampoo/body wash (travel size)
- Combs/hair ties (multi-packs split into singles)





COMMUNITY OF LIGHT SPONSORS

- Logo on event webpage and signage throughout the event
- 1 tagged social posts (Community of Light Sponsors); 1 newsletter feature (post event)
- Opportunity for up to 2 volunteer shifts for company staff
- Receive a thank you letter from a participating school

Snacks & Treats (individually wrapped, nut-free)

- Granola/chewy bars (nut-free)
- Fruit snacks or applesauce pouches
- Mini pretzels / popcorn / rice crispy treats (nut-free)
- Nut-free cookies or wafers

Kids' Activities (compact, mess-free)

- Coloring books + crayons
- Sticker sheets / sticker books
- Activity/puzzle books (wordsearch, mazes)
- Fidget toys (pop-its, stress balls; latex-free)
- Card games (UNO, Go Fish), mini puzzles
- Small building kits (mini bricks/polybags)
- Foam craft kits (ornaments, snowflakes; glitter-free)





THANK YOU

1,400 kids. One magical day—made possible entirely by our community.



Contact: Amanda Henry, Director of Development



Email: ahenry@varietymanitoba.com



Direct: 204-471-0488 Office: 204-982-1050

Sponsor or donate in-kind



Winter Wonderland – Sponsor Commitment Form

Organization (legal name): _____

Recognition name (as you'd like it shown): _____

Primary contact & title: _____

Email: _____ Phone: _____

Billing address: _____

City/Prov/Postal: _____

Choose your sponsorship:

EXCLUSIVE

- Season of Wonder Sponsor - \$10,000 (1)
- Joy Bringer Sponsor - \$7,500 (1)
- Winter Magic Sponsor - \$5,000 (1)
- Holiday Cheer Sponsor - \$3,000 (1)

COMMUNITY

- Adopt-A-School - \$2,500
- Adopt-A-Class - \$1,250
- Adopt-A-Smile - \$750

- I would like to be invoiced.
- Cheque enclosed. (Payable to: Variety, the Children's Charity of Manitoba)
- I would like to pay by Credit Card (enter information below):
 - VISA
 - MC
 - AMEX

Name on Card: _____

Credit Card Number: _____ Expiry Date: _____

Community of Light Sponsor

IN-KIND

Describe items + case quantities: _____

Estimated FMV: \$ _____

Charitable receipt: Issued for the eligible amount per CRA rules.

In-kind gifts receipted at substantiated FMV (please attach invoice/valuation).