



SPONSORSHIP PACKAGE

2025





CONTACT US

McKENZIE TOWNE COUNCIL

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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

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 150 to 15,000 people, depending on the event.**

SPONSORSHIP OPPORTUNITIES

Sponsor our **Annual Events** and/or **Special Events**

ANNUAL EVENTS ONLY

1 ANNUAL EVENT SPONSOR

Runs from June 1, 2025 to May 31, 2026

\$1000

- ✓ Event booth at **ALL annual events** within the sponsorship period (bring your own 10x10 tent)
- ✓ **6 seconds** of logo time on our digital billboard (~1 min rotations)
- ✓ 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)
- ✓ **Annual Sponsorship Rate** on **Special Events** (see next sections)

*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!

***EVENTS ARE AVAILABLE FOR SPONSORSHIP, *SPECIAL SPONSORSHIP**

	EVENT	DATE	TIME	R PRICE	LOCATION	ATTENDANCE
	Valentines Day Gala	February 14	7 PM - 10 PM	\$	MTC	100
	Easter Egg Hunt	April 19	11 AM - 1 PM	FREE	Prestwick Fountain Park	500+
	Rooted in Community	May 24	11 AM - 1 PM	RSVP	Elgin Hill	250+
	Community Garage Sale & Market	June 7	9 AM - 12 PM	FREE	52nd Bus Terminal Lot	500+
	Neighbour Day	June 14	11 AM - 1 PM	FREE	Prestwick Fountain Park	250+
	Stampede Breakfast	July 10	9 AM - 11 AM	FREE	High Street	5000+
	NEW RibFest	Aug 22-24	11 AM - 10 PM	\$	52nd Bus Terminal Lot	15,000+
	Terry Fox Run	September 14	12 PM - 2 PM	\$	MTC	250+
	Monster Mash Dance	October 24	6:30 PM - 9 PM	FREE	MTC	250+
	Christmas Park Lighting	November 13	5:30 PM - 6:30 PM	FREE	Promenade Park	300+
	Grand South Christmas Market	November 15	10 AM - 3 PM	FREE	MTC	1,000+
	Santa Claus is Coming to Towne	December 13	10 AM - 12 PM	\$	MTC	300+



NEIGHBOUR DAY



SANTA CLAUS IS COMING TO TOWNE



STAMPEDE BREAKFAST

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 ONLY

2 STAMPEDE BREAKFAST SPONSOR

Thursday, July 10, 2025 - 9am to 11am

-  **THE GRANDSTAND PACKAGE**
- ✓ Event **booth** at Stampede Breakfast with your promo merchandise and/or approved activity (**bring your own 10x10 tent**)
 - ✓ **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

Annual Sponsor Rate*	Special Event Rate
\$1000*	\$1500

-  **THE RODEO PACKAGE**
- ✓ Ability to **walk around** and hand out swag at event *without a booth*
 - ✓ **Small** 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
 - ✓ **Small** logo recognition on Stampede Breakfast promotional material & website

\$500*	\$1000
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* MUST BE AN ANNUAL SPONSOR (PAGE 4) TO GAIN ACCESS



CALGARY RIBFEST

BBQ lovers, mark your calendars—McKenzie Towne Ribfest 2025 is bringing the heat with this NEW event!! We're teaming up with Western Canada Ribfest to serve up award-winning ribs, exciting entertainment, and non-stop family fun. It's a weekend you won't want to miss! **Expected Attendance: 10,000**

- What's Cooking:
- World-Class Ribs: Savor mouthwatering BBQ from some of the best rib trucks in Western Canada. Smoked, sauced, and grilled to perfection!
 - Live Entertainment: Enjoy an amazing lineup of live performances, keeping the energy high all weekend long.
 - Vendors Village: Browse and shop from local makers, artisans, and businesses offering unique finds.
 - Kids' Zone: Let the little ones loose in our fun-filled area with bouncy castles, carnival games, and more!

3 RIBFEST SPONSOR

Friday - Sunday, August 22 to 24, 2025

- ✓ Event **booth** at Ribfest with your promo merchandise and/or approved activity (must supply your own **bring your own 10x10 tent & 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 Ribfest promotional material & website



**** Sponsors MUST stay the entire duration of the event ****

	Annual Sponsor Rate*	Special Event Rate
DAY 1: Friday, August 22: 11am to 10pm	\$500*	\$1000
DAY 2: Saturday, August 23: 11am to 10pm	\$1000*	\$1500
DAY 3: Sunday, August 24: 11am to 7pm	\$500*	\$1000

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CALGARY RIBFEST ONLY

THE DETAILS

BOOTH INFO

We will provide all sponsorship booths with one 8x3 table and two chairs. Sponsors are required to bring their own 10x10 event tent (if desired), branding and signage.

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 Customer Relations Manager. Because we produce around 10 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.

INVOICING AND PAYMENT

Your organization will be invoiced within 15 business days of submitting Sponsorship Application. 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 with your business name and sponsorship choices in the notes.



**READY TO BECOME A SPONSOR? FILL OUT THE APPLICATION
ON OUR WEBSITE: WWW.MTCOUNCIL.COM/SPONSOR**