

58th ANNUAL GREAT CANADIAN PICNIC

ROCK YOUR MAPLE LEAF...

GET A LITTLE LOONIE!



GREAT DOOR PRIZES! LIVE MUSIC! FACE PAINTING!
GAMES! SNOW! FREE ADMISSION!

Bring a picnic lunch or purchase from **Earls Grill!**

Saturday February 6, 2010

11:00 AM to 3:00 PM

Activity Complex, South Mountain Park

10919 South Central
PHOENIX, ARIZONA 85042

For more information Contact:

Penny Clarke (602) 765-0431 – Picnic Coordinator

Lesley Hayes (480) 585-5342 for Sponsorship Opportunities

Suzie Austin (480) 947-2089 for Volunteer Opportunities



KEATS, CONNELLY
and Associates, Inc.

info@canadianpicnic.com

www.canadianpicnic.com

2009 SPONSORS

Canada



ARIZONA
BILTMORE
RESORT & SPA



The 58th Annual

Great Canadian Picnic 2010

Sponsorship Opportunities



GOLD MEDAL TITLE SPONSOR \$5000**

Only 2 available

- “Your Name” presents the “58TH ANNUAL GREAT CANADIAN PICNIC” on the **GREAT CANADIAN PICNIC** web site.
- Your logo and link to your web site on the web site
- “Your Name” presents the “58TH ANNUAL GREAT CANADIAN PICNIC” on all printed materials.
- Invitation to attend all marketing events.
- Frequent loudspeaker mentions at the picnic and presence on the stage.
- Signage at the **GREAT CANADIAN PICNIC**.
- Sales table at the **GREAT CANADIAN PICNIC**
(10' x 10' pop up tent provided if needed)
- Included in all marketing efforts such as television, radio and print



Silver Maple Leaf Sponsor \$1000**

- Event Sponsor recognition
- Company logo and link on the **GREAT CANADIAN PICNIC** Web site
- Sales table at the **GREAT CANADIAN PICNIC** *
- Periodic loudspeaker mentions during picnic
- Signage at the picnic
- Included in all marketing efforts such as television, radio, and print



Bronze Moose Sponsor \$500

- Sales table at the **GREAT CANADIAN PICNIC***
- Company logo on the **GREAT CANADIAN PICNIC** Web site

* 10' x 10' Popup tents available for a fee

** Pay your sponsorship by November 15, 2009 and receive an “Early Bird” discount of 10%
Gold Medal and Silver Maple Leaf sponsors only

Number of people who attend this free event annually 2500 – 3000

Number of temporary Canadian residents (winter) 500,000

Number of full-time Canadian residents in Phoenix 92,000

The Great Canadian Picnic coordinators would like to thank you in advance for your continued or future participation in one of Arizona’s best family traditions. www.canadianpicnic.com



The 58th Annual
GREAT CANADIAN PICNIC 2010
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SPONSORSHIP FORM

Please print and send this completed form to the address below.

Sponsor's Name _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Telephone () _____ Fax () _____

E-mail _____

Please state how you would like your name acknowledged for sponsorship purposes:

Please check all that apply.

I would like to offer the following sponsorship(s) to the Great Canadian Picnic 2010:

In-kind services/products of _____

Dollar value of in-kind services/products \$ _____

Cash sponsorship of \$ _____ Check # _____ (enclosed)

I am enclosing \$80.00 for a 10' x 10' pop up tent for our space at the picnic
10'x 10' Popup tents are supplied for Gold Medal Sponsors only, if required

I will require a sponsorship acknowledgement letter for accounting purposes.

Sponsor's Signature _____

Please e-mail a jpeg or a tif file of your company logo to canadianpicnic@cox.net.
For donations of \$1000 or more include your website address.

***Please make your check payable to:** CIABEE (Canadians in Arizona Benefiting Education and Exchanges)

Mail this form with your check to:

CIABEE Attn Penny Clarke, 11633 N 40th Place, Phoenix 85028

For more information, please contact Penny Clarke at 602-765-0431 or email at Canadianpicnic@cox.net. Thank you for your support.

Proceeds from the Great Canadian Picnic benefit exchanges with Canada that focus on youth and education.

The 58th Annual GREAT CANADIAN PICNIC 2010

HISTORY – HOW IT ALL STARTED

In 1953, when Vic Wallace's job at the Wallace Lumber Mill brought on acute asthma, his doctor advised him to move to a drier climate or his life would be cut short. So Vic, his wife, Reta and their two daughters moved from Thamesford, Ontario, Canada—a small rural village 15 miles east of London - to Lynwood Street in downtown Phoenix.

Reta, Vic and other expatriate Canadians arrived in Phoenix when the only things many had in common were respiratory ailments or arthritic conditions. To counteract the isolation and homesickness that sometimes troubled new arrivals, Reta and Vic started the Canadian Social Club of Greater Phoenix, bringing together newcomers who would otherwise have gone it alone. During the 1950s and 60s, it was a vital source of exchange, support and referrals for families who had relocated to the Valley.

“I used to get phone calls from friends or doctors in Canada asking me to go check on so-and-so here in Phoenix because they were sick or depressed,” said Reta. “I'd go find them and get them to a doctor or just take them home with me for a while.”

One of the first projects the newly formed club tackled was their inaugural Canadian Picnic. Reta and Vic, with fellow club members, scoured Valley parking lots looking for cars with Canadian license plates. They scribbled invitations on the backs of old Bayless receipts and tucked them under windshield wipers. About 500 local Canadians attended the first picnic.

The front porch of Reta Wallace's home is still the site of the longest running card game in Phoenix and is in full swing even during the scorching heat of summer. Time has marched on for the early members of the Canadian Social Club and their ranks have thinned. When you dust off the patina of age, the values of a kinder, gentler time shine through.

The Canadian Picnic, which still attracts Canadian snowbirds and local residents, has continued annually with Reta representing the original Canadian Social Club. Proceeds from the Great Canadian Picnic support exchanges between Arizona and Canadian Cities that focus on youth and education.

Date: Saturday, February 6, 2010

Time: 11 a.m. - 3 p.m.

Place: South Mountain Park

Did you know?

- Over 500,000 Canadians call the valley home this time of year.
- There are more than 180 Canadian companies operating and doing business in Arizona.

Is your target market Canadians?

Are you trying to reach winter visitors?

Are you a Canadian company or do you want to reach them?

Then this sponsorship opportunity is right for you!!

