



# History of The Great Canadian Picnic

## 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."



**Reta Wallace attends 58th Annual  
GREAT CANADIAN PICNIC  
Feb. 6, 2010**

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. When you dust off the patina of age, the values of a kinder, gentler time shine through. Reta has since passed away but the tradition continues. The Great Canadian Picnic annually attracts Canadian snowbirds and local residents in ever growing numbers.

The picnic was started by the Canadian Social Club but is now supported by the Canadians In Arizona Benefiting Education & Exchanges 501(c)3 Non-Profit Organization. Sponsorship helps ensure the event remains free for the community to enjoy. Proceeds from the Great Canadian Picnic support exchanges between Arizona and Canadian Cities that focus on youth and education.



# Sponsorship Opportunities

## **RICH IN CANADIAN HERITAGE AND PRIDE...**

**The Great Canadian Picnic is the perfect opportunity to showcase your business. Here are the strong facts:**

- The 67<sup>th</sup> Annual Great Canadian Picnic has a strong history and longevity of support and interest from both Canadian and U.S. attendees
- 2000-3000 attendees visit the annual event and it is growing each year – Free to public
- Offering a vital source of exchange, support and referrals for families who have relocated to the Valley
- 890,000 temporary Canadian residents (winter residents) annually
- 128,000 full-time Canadian residents in Phoenix
- 1,000,000 Canadians expected to visit Arizona this year with \$1 billion spent by Canadians on their AZ vacations.
- 18,000 Arizonians are employed by 350 Canadian owned businesses at 1,000 locations. 146,800 Arizona jobs depend on trade and investment with Canada.
- 16,192 Maricopa County residents are employed by 162 Canadian owned businesses at 844 locations
- 94% of internationally owned residential properties in Maricopa are owned by Canadians – 25,000 residences
- 83% of international owned nonresidential properties in Maricopa County are owned by Canadians with the average assessed value of \$478,748
- The Great American Picnic is produced by CIABEE (Canadians in Arizona Benefiting Education and Exchanges), a federally recognized 501(c)3 Non-Profit Organization. Their mission is to support Canadian culture in Arizona with a mandate to raise funds which support exchanges between Canada and Arizona. These exchanges must have a focus on youth and/or education.

## **Platinum Medal Title Sponsor - \$5,000**

- Title Sponsor of “The Great Canadian Picnic”
- Exclusive Sponsor of a specific major division of event
- Banner placement at area being sponsored (provided by sponsor)
- 4 PA announcements made during the event
- Opportunity to address attendees
- Promotional exhibit area located near sponsored area and 2<sup>nd</sup> location offered if wanted – exhibit area includes tent, table and 2 chairs
- Promo materials in attendees bags (provided by sponsor)
- Logo on all printed materials distributed and signage at event
- 1 email blast ad to GCP data base (designed by sponsor)
- Inclusion in all marketing broadcast media
- Inclusion in all social media – Facebook and Instagram
- Prominent placement of company logo and hyperlink on the Great Canadian Picnic website
- Hospitality provided during event – including lunch and cold drinks

## **Gold Medal Presenting Sponsor - \$3000**

- Presenting Sponsor of any of the high profile areas
- Banner placement at area being sponsored (provided by sponsor)
- 3 PA announcements made during event
- Promotional exhibit area located near sponsored area and 2<sup>nd</sup> location offered if wanted – exhibit area includes tent, table and 2 chairs
- Promo materials in attendees bags (provided by sponsor)
- Logo on all printed materials distributed and signage at event
- 1 email blast ad to GCP data base (designed by sponsor)
- Inclusion in all marketing broadcast media
- Inclusion in all social media – Facebook and Instagram
- Logo and hyperlink on the Great Canadian Picnic website
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## **Silver Medal Sponsor - \$1500**

- Presenting Sponsor
- Banner placement at area being sponsored (provided by sponsor)
- 2 PA announcements made during event
- Promotional exhibit area located near sponsored area or choice location– exhibit area includes tent, table and 2 chairs
- Promo materials in attendees bags (provided by sponsor)
- Logo on signage at event
- 1 email blast ad to GCP data base (designed by sponsor)

- Inclusion in all social media – Facebook and Instagram
- Logo and hyperlink on the Great Canadian Picnic website

### **Bronze Medal Sponsor - \$1000**

- Promotional exhibit area including tent, table and 2 chairs
- Promo materials in attendees bags (provided by sponsor)
- Logo on signage at event
- 1 email blast ad to GCP data base (designed by sponsor)
- Inclusion on all social media – Facebook and Instagram
- Logo and hyperlink on Great Canadian Picnic website

### **Exhibit Sponsor - \$750**

- Promotional exhibit area including tent, table and 2 chairs
- Logo on Great Canadian Picnic website

### **Shared Exhibit Space - \$375**

- Half Promotional exhibit area including shared tent, table and 1 chair



# The Great Canadian Picnic Sponsor Form

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell \_\_\_\_\_

E-mail \_\_\_\_\_ Website: \_\_\_\_\_

Please state how you would like your name acknowledge for sponsorship purpose:

\_\_\_\_\_

### Please check all that apply:

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

- In-kind services/products of \_\_\_\_\_
- Dollar value of in-kind services/products \$ \_\_\_\_\_
- Cash sponsorship of \$ \_\_\_\_\_ Check# \_\_\_\_\_ enclosed
- I will require a sponsorship acknowledgement letter for accounting purposes.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please e-mail a jpeg, png, gif or tif file of your company logo to [canadianpicnic.cox.net](mailto:canadianpicnic.cox.net).  
For donations of \$1,000 or more, include your website address.

\*Make your check payable to CIABEE (Canadians in Arizona Benefitting Education and Exchanges).

Mail this form with your check to:

**CIABEE**  
**Attn: Kelly Charpentier**  
**11370 N. 104<sup>th</sup> Place**  
**Scottsdale, AZ. 85259**

For more information, please contact Kelly Charpentier at 602-309-1552 or email at [greatcanadianpicnic@gmail.com](mailto:greatcanadianpicnic@gmail.com)

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

**Thank you for your support.**