



MOUNT CARMEL CLINIC

# 100<sup>TH</sup> ANNIVERSARY SPONSORSHIP PACKAGE

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Dear Colleague,

It's with great pleasure and enthusiasm that I reach out to you to discuss partnering with the Mount Carmel Clinic (MCC)! In 2026, Mount Carmel Clinic will celebrate a significant milestone : **100 years of community-led care** in Winnipeg's Downtown and North Point Douglas neighbourhoods.

Since 1926, we have delivered barrier-free, culturally safe, community-based services alongside the people of the North End, working with Indigenous families, newcomers, refugees, and low-income residents to strengthen health, dignity, and belonging.

To mark this centennial year, MCC will host an **expanded National Indigenous Peoples Day (NIPD) celebration** to honour and uplift the cultural traditions, teachings, and artistic expressions of Indigenous communities who form the heart of the Downtown and Point Douglas neighbourhoods. We are inviting YOU! to share this historic moment with us as a valued event sponsor.

In addition to NIPD, MCC will also host a series of special events and initiatives throughout 2026 to mark the occasion, including donor and staff appreciation events, a community open house, and a centennial social media campaign. **These opportunities offer partners flexible ways to support meaningful celebrations that recognize the people and the relationships at the core of MCC's work.**

Enclosed, please find additional information outlining these opportunities and their community impact. We would welcome the opportunity to discuss how this partnership can align with your organization's values and commitment to equity, reconciliation, and community wellbeing.

Thank you for your consideration and for your continued investment in our communities.

Sincerely,



**JARED STAR**

MCC Fund Development  
Consultant

# ABOUT US

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Mount Carmel Clinic (MCC) is Canada's oldest and longest-running community health centre, proudly serving Winnipeg since 1926. For 100 years, MCC has worked alongside community, grounded in cultural safety and community leadership, to support people facing systemic barriers through integrated health and social services.

To learn more about us, please visit: <https://www.mountcarmel.ca/who-we-are/our-history/>

## ABOUT OUR 100<sup>TH</sup>

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In 2026, Mount Carmel Clinic marks 100 years of care, connection, and community leadership. Since opening its doors in 1926, MCC has evolved alongside the communities it serves, responding to changing needs while remaining grounded in its core commitment to equity, dignity, and access to care.

MCC's centennial is both a celebration and a moment of reflection - honouring the people, partnerships, and community leadership that have shaped a century of culturally safe, community-led health and social services. Throughout 2026, MCC will host a series of events and initiatives that recognize this legacy, uplift community voices, and look ahead to the future of care rooted in respect, reconciliation, and belonging.



# SUPPORT OUR NATIONAL INDIGENOUS PEOPLES' DAY CELEBRATION

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As part of MCC's 100th anniversary year, we are honoured to host an expanded National Indigenous Peoples Day (NIPD) Celebration, building on the success of previous years and growing community demand. Your sponsorship will help MCC deliver a free, inclusive, culturally grounded celebration—removing barriers for families and ensuring Elders, youth, and community members can participate fully.

- Date: June 19, 2026 (Friday)
- Time: 9:00 AM – 5:00 PM
- Location: 886 & 888 Main Street and adjacent park/green space
- Expected attendance: 2,500+ participants (up from 1,500 last year)

The celebration will include:

- Protocol welcome led by Elders and Knowledge Keepers
- Drumming circles, honour songs, and Indigenous performers
- A traditional TeePee learning space with teachings and storytelling
- Children's activities (games, arts, bouncy castle)
- Free food for participants (BBQ + traditional food)
- Community resource tables, wellness supports, and MCC program info

This free, family-friendly community event will honour the rich cultures, histories, and contributions of Indigenous Peoples and invite the wider North End community to participate in celebration, learning, and connection. All sponsor recognition, including logo placement, will be thoughtfully and strategically positioned to ensure it does not detract from the cultural focus, protocol, or community led nature of the event.

## SUPPORT OUR 100<sup>TH</sup> ANNIVERSARY MILESTONE EVENTS

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In addition to National Indigenous Peoples Day, Mount Carmel Clinic invites partners to support a series of special events and initiatives taking place throughout our 100th anniversary year. These opportunities create meaningful moments of connection by honouring donors, celebrating staff, welcoming community members, and sharing MCC's story more broadly.

Sponsoring one or more centennial activities allows organizations to align with MCC's legacy of community-led care while supporting inclusive celebrations that recognize the people and relationships at the heart of our work.



# NIPD OPPORTUNITIES

## TIER 1

### CENTENNIAL PRESENTING SPONSOR ——— \$10,000

#### 1 available

*Best suited for an anchor sponsor seeking highest visibility and community impact.*

#### Recognition & Benefits

- Top logo placement on key promotional materials and on-site event signage
- Optional welcome remarks (2-3 minutes)
- Verbal recognition during event remarks
- Recognition in MCC social media sponsor event lead up and after event thank-you posts
- Recognition as a the lead sponsor supporting MCC's 100th anniversary milestone and community celebration on the MCC website
- Option to host a community resource table

## TIER 2

### COMMUNITY CHAMPION SPONSOR ——— \$5,000

#### Up to 2 available

*Ideal for organizations committed to reconciliation, equity, and community wellbeing.*

#### Recognition & Benefits

- Prominent logo placement on select promotional assets + on-site signage
- Verbal recognition during event
- Recognition in sponsor thank-you social media posts
- Option to host a community resource table

## TIER 3

### NEIGHBOURHOOD SUPPORTER SPONSOR — \$2,500

#### Up to 4 available

*Designed for local businesses and organizations supporting North End community initiatives.*

#### Recognition & Benefits

- Logo placement on select promotional assets + on-site signage
- Verbal recognition during event
- Recognition in sponsor thank-you social media posts
- Option to host a community resource table

## IN KIND

### IN-KIND SPONSORSHIPS (CAN MATCH ANY TIER)

#### MCC welcomes in-kind contributions aligned with event needs, including:

- food (BBQ + traditional food), signage/printing, stage/sound rentals, children's activities, security/site clean-up
- Logo placement on select promotional assets + on-site signage
- Recognition in sponsor thank-you social media posts

**Customization is available for any package or tier to meet your needs.**

**Please contact Jared Star, Fund Development Consultant, to discuss this partnership opportunity**

# CELEBRATING MCC OPPORTUNITIES

## OPPORTUNITY 1

### DONOR APPRECIATION DINNER SPONSOR

**\$10,000**

**Only 1 exclusive opportunity available**

*Ideal for organizations seeking a high-impact, relationship-focused partnership aligned with MCC's milestone.*

**Recognition & Benefits**

- Visibility with an invitation-only audience of 30-50 current and prospective MCC donors
- Exclusive recognition as the Donor Appreciation Dinner Sponsor
- Opportunity for sponsor representative(s) to offer opening greetings
- Prominent logo placement on all event materials
- Logo recognition on MCC's centennial pages on the website
- Recognition in sponsor thank-you posts across MCC social media channels

## OPPORTUNITY 2

### STAFF APPRECIATION SPONSOR

**\$7,500**

**Only 1 available**

*Ideal for organizations that value frontline healthcare workers, community wellbeing, and workforce sustainability.*

**Recognition & Benefits**

- Direct engagement with a highly committed audience of MCC healthcare professionals and staff
- Exclusive recognition as the Staff Appreciation Event Sponsor
- Opportunity for the sponsor representative(s) to deliver 10-15 minute presentation to MCC staff during the event
- Logo placement on select event materials and on-site signage
- Recognition in sponsor thank-you posts on MCC social media channels

## OPPORTUNITY 3

### COMMUNITY OPEN HOUSE SPONSOR

**\$5,500**

**Up to 2 available**

*Ideal for organizations committed to long-term community relationships, accessibility, and community well-being.*

**Recognition & Benefits**

- Visibility with a broad audience of 100-500 attendees, including MCC staff and current and former clients connected to MCC since 1990
- Logo placement on select promotional materials and on-site signage
- Verbal recognition during event acknowledgements
- Recognition in sponsor thank you social media posts

**Customization is available for any package or tier to meet your needs.**

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