

Celebrating

Canada Day 2013



at Prairie Winds Park, Calgary



Baitun Nur, 4353 54 Ave NE, Calgary AB T3J 4L3 Tel: 403 243 1600



# Sponsorship Opportunities

Over the years, **Canada Day** Celebrations at Prairie winds Park have become one of city's premier events attended by thousands of Calgarians representing diverse communities and is growing in its magnitude every year. The event is prominently covered by mainstream print and electronic media.

Representatives from all levels of Government bring Canada Day greetings to the participants.

## **The highlights of the event include:**

- Flag Hoisting and National Anthem presented by group of children
- Greetings by Federal, Provincial, Civic and Community leaders
- Complimentary BBQ
- Displays, Educational/ Fun Activities by various City departments including
  - Police Services
  - EMS & Fire Services
  - Calgary Public Library
- Recreational Activities, Face Painting and Games for Kids
- Stalls by various Communities and Non Profit organizations
- Guided Tours of Baitun Nur, one of the largest Mosques in Canada

## **The event is well promoted through various means including:**

- Flyers/ Print Media
- Road Side Signs
- Electronic Media
- Social Media

## **Sponsorships/ Donations**

To fulfil the ever-growing needs of the event, the organizers are seeking donations/ sponsorships. Corporate/ Small businesses, Media Outlets and other organizations are invited to use the opportunity to promote their products and/ or services by sponsoring the event in cash and/ or kind. Sponsorships/ donations will help promote the patriotism and community spirit.

## **Promotion Opportunities:**

- Stalls and/ or Banners at the event venue\*
- Logos on fliers/ advertisement material

\* Space and table/s for stalls will be provided. Sponsors will be responsible for the promotional material and displays.



# Sponsorship Opportunities

## Sponsorships Categories

Acknowledgement and appropriate recognition as a Sponsor will be given as specified in the "Sponsorships Categories" below. The Sponsors will contribute financially to the success of the Canada Day BBQ at Prairie Winds as part of a social responsibility to promote National Pride and Community spirit.

### **Partner Sponsor**     \$ 5,000 and more

3 Table Space for Display/ Stall at the Event

Recognition as a Partner Sponsor by inclusion of logo in Promotional/ Display material

Link from official Canada Day at Prairie Winds Park web page to sponsor's website

Opportunity to distribute promotional material/ souvenirs to event participants

Additional exposure options are possible

### **Gold Sponsor**     \$ 3,000 ~ \$ 5,000

2 Table Space for Display/ Stall at the Event

Recognition as a Gold Sponsor by inclusion of logo in Event Promotional/ Display material

Link from official Canada Day at Prairie Winds Park website to sponsor's website

Opportunity to distribute promotional material/ souvenirs to event participants

### **Silver Sponsor**     \$ 1,000 ~ \$ 3,000

Recognition as a Silver Sponsor by inclusion of logo in Event Promotional/ Display material

Link from official Canada Day at Prairie Winds Park website to sponsor's website

### **Bronze Sponsor**     \$ 1,000 and less

Recognition as a Bronze Sponsor by inclusion of logo in Event Promotional/ Display material

Consider the available options from the above list or prepare your own customized proposal appropriate to your organization. We will be glad to meet with you and discuss your requirements in detail.

### **Contact**

Dawood Sobhi

403 804 6179

sobhi\_dawood@hotmail.com

Rafiullah Rana

403 998 5761

rafiurana@yahoo.com





# Media Coverage

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### Gallery: Canada Day 2009

Canada Day scenes from Calgary and across the country. Did our cameras catch you?

JULY 1, 2009

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Federal Minister of the Environment Jim Prentice addresses the opening ceremonies of the Canada Day festivities hosted by the Ahmadiyya Muslim community at Prairie Winds Park Wednesday July 1st, 2009.

Photograph by: Ted Rhodes, Calgary Herald

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JULY 1, 2009

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Children from the Ahmadiyya Muslim community sing O' Canada during the opening ceremonies of the Canada Day festivities hosted by the mosque and community Wednesday July 1st at Prairie Winds Park in Castleridge.

Photograph by: Ted Rhodes, Calgary Herald



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# Media Coverage

## CALGARY HERALD

MAKING NEWS AT CALGARYHERALD.COM

PROUDLY CALGARY SINCE 1883

THURSDAY, DECEMBER 23, 2010

### Time to use our gifts to better our community



**RICK HANSON**

CALGARY POLICE CHIEF

On July 1 this year, I had the good fortune to attend the Canada Day event at Prairie Winds Park, hosted by the Ahmadiyya Muslim Community.

In my opinion, this is one of the premier Canada Day events hosted in this city.

It's a community festival replete with EMS equipment, fire trucks, firefighters and police officers with po-

#### ALSO SEE

■ Calgary Community Kitchen program **B1**

lice equipment all in attendance. There are speeches from prominent politicians and games for the kids. The temple provides food for everyone in the community who wants to attend.

It is one of those community events which represents the best of Calgary and is replicated all over the city on this special day. It is a time when we pause to celebrate Canada as the amazing country it is, and Calgary as an incredible city. A city that can retain such a strong sense of community, even as it continues to grow to over a million people.

SEE FUND, PAGE A2



Courtesy Calgary Police Service

Police Chief Rick Hanson, centre, was inspired after meeting a woman and her foster children on Canada Day.

CALGARY HERALD  
**CHRISTMAS  
FUND**

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Daily on Page A2

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#### FROM A1

### FUND: A gift that makes a difference

On that day, there were hundreds of people in attendance representing all religions, races and walks of life.

When the speechifying was finished and the party was getting started, I noticed a boy approaching me at breakneck speed using his walker to navigate through

ally 16 years old, and had been born deaf and blind and with a variety of health issues, and the other "boy" was actually 33 years old.

She had become the foster mother to both boys shortly after their births, and has been their primary caregiver since then. She

compassion and the special gifts to do what she does, but all of us do have special gifts of our own. And perhaps most among those gifts is to have the ability to look after our family in a way that allows them to have every opportunity in life.

Our jobs frequently cause us

### 'A great country'; Citizenship ceremony a chance to show pride

Calgary Herald: Jul 2, 2009. pg. B.1, Kelly cryderman

"... Thousands of Calgarians also turned out to the annual Ahmadiyya Muslim Jama'at Canada Day celebrations at Prairie Winds Park in northeast Calgary. The festivities opened with a presentation from the Qur'an, singing of O Canada, and praise of the nation's rich history. "We're proud of our multicultural heritage in Canada," said Calgary MP and federal Environment Minister Jim Prentice. "We have so much to be thankful for, so much to be proud of," he said at the event, which brought several dignitaries from the Muslim community and all three levels of government..."

[Illustration] Colour Photo: Ted Rhodes, Calgary Herald / Five-year-old ibrahim ahmed clutches his canadian flags during the canada day festivities hosted by the ahmadiyya muslim community at prairie Winds park in castleridge. he and his family came to calgary from pakistan in 2007. ; Colour Photo: Ted Rhodes, Calgary Herald / Children From The Ahmadiyya Muslim Community Sing O Canada. ; Colour Photo: Ted Rhodes, Calgary Herald / Kanta Saimi listens to the opening ceremonies at the Canada Day festivities hosted by the ahmadiyya muslim community at prairie Winds park.

self missing a tie clip or a name tag. She then advised me that the young lad I was holding was actu-

to this beautiful woman. It caused me to realize that not all of us could possibly have the patience,

RICK HANSON IS CALGARY'S  
CHIEF OF POLICE





# Flag Hoisting Ceremony







# Distinguished Guests







# Distinguished Guests







# Exhibition







# Sponsors of 2012 Event



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