



Sponsorship Opportunities



First World War Centennial Project for Newmarket

Newmarket Historical Society
c/o Erin Cerenzia
134 Main Street South
Newmarket, ON L3Y 3Y7



Thank You

For your interest in commemorating Newmarket's role in the First World War

When war was declared on 4 August 1914, it set into motion a ripple effect that would touch the lives of every Canadian, young or old, man or woman, at home or abroad, including those in the Town of Newmarket. Despite being a small town of just under 3,800 people, from the outset of the war until its conclusion on 11 November 1918, Newmarket was moved to action and responded with patriotism and dedication throughout the entire war.

The First World War is considered to be one of the most defining events of modern history. As such, its centenary offers the chance to educate and engage the community.

OUR MISSION is to commemorate Newmarket's First World War veterans and their sacrifice; to educate and engage residents of the Town of Newmarket; and to honour the great patriotism of our small town in the First World War.

OUR VISION is commemoration, education, and remembrance.

The *First World War Centennial* is a special project of the Newmarket Historical Society, a Canadian registered charity (892155649RR0001), and all sponsorships will receive a business acknowledgement receipt.

The project has received support from key community stakeholders, including: the Town of Newmarket, the York Region District School Board, the Newmarket Legion and Newmarket Veterans Association, the Newmarket Public Library, the Elman W. Campbell Museum, and York Region Media Group (*The Era*).

For sponsorship inquiries, please contact:

Erin Cerenzia

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905-806-1880



First World War Centennial Project Overview



2014 – Alliance Building

2014 marks the soft launch of the *First World War Centennial* project, with an emphasis on fundraising and securing community partnerships.

Planned activities include: publication of monthly historical column in *The Era*, historical displays at the Newmarket Public Library, educational talks at the Newmarket Historical Society, participation in local Remembrance Day ceremonies, and development of a functioning website with access to historical materials and digital archival preservation.

2015 – Recruitment

The major activities in 2015 will focus on recruitment, by running large-scale historical flash mobs. Educational pamphlets, resources, and displays will be a key component of these events designed to engage large audiences.

2016 – Entrenchment

As in 1916, the central plans for 2016 focus on entrenchment. The project's key initiative will be the creation of a trench that will be used for educating local students and community residents. An awareness event commemorating the lives lost in the Battle of the Somme will take place between July and September 2016.

2017 – Nation Building and Vimy Ridge

Undoubtedly the pinnacle of national and local commemoration for the First World War centenary will peak with the Vimy Ridge centennial from 9-12 April, 2017. A Vimy Ridge Gala will be hosted at Pickering College, Newmarket's First World War Military Hospital, featuring historical displays, and keynote speaker celebrated Canadian historian Jonathan Vance.

2018 – Armistice and “Peace” 100 Years Later

To conclude the centenary, an event highlighting “war on the home front,” emphasizing the impact felt in Newmarket and recreating life on Main Street 100 years ago will be staged.

The centennial project will come to a close on 11 November with a rededication ceremony of Newmarket's Memorial Park and the unveiling of a new peace monument to complement those currently in the park.



+ Platinum Sponsorship Level

Platinum Sponsors will receive the following:

PLATINUM \$20,000 +

- + Recognition as Platinum and/or Presenting sponsor on: website, social media, media releases, and signage
- + Right to use FWWCC logo in advertising and promotion
- + Six (6) complimentary VIP event tickets to the activity of your choice – Vimy Ridge Gala
Platinum sponsor will also receive one corporate table in a prominent location
- + Verbal recognition at sponsored event
- + Full-page ad in sponsored event program
- + Corporate logo placement in sponsored event program
- + Commemorative book presented at the end of 4 years
- + Reproduction of historical Newmarket image relative to the program
- + Recognition in annual thank you ads



+ Sponsorship Overview

Sponsors will receive the following at each level:

GOLD \$10,000	SILVER \$5,000	BRONZE \$1,000
+ Recognition as sponsor on: website, social media, and signage	+ Recognition as First World War Centennial initiative sponsor on website	+ Recognition as First World War Centennial initiative sponsor on website
+ Right to use FWWCC logo in advertising and promotion	+ Right to use FWWCC logo in advertising and promotion	+ Right to use FWWCC logo in advertising and promotion
+ Four (4) complimentary VIP event tickets to the activity of your choice, excluding Vimy Ridge Gala	+ Two (2) complimentary VIP event tickets to the activity of your choice, excluding Vimy Ridge Gala	+ Recognition in annual thank you ads
+ Verbal recognition at sponsored event	+ Recognition in annual thank you ads	
+ Half-page ad in sponsored event program		
+ Corporate logo placement in sponsored event program		
+ Recognition in annual thank you ads		

OTHER WAYS TO SUPPORT THE PROJECT

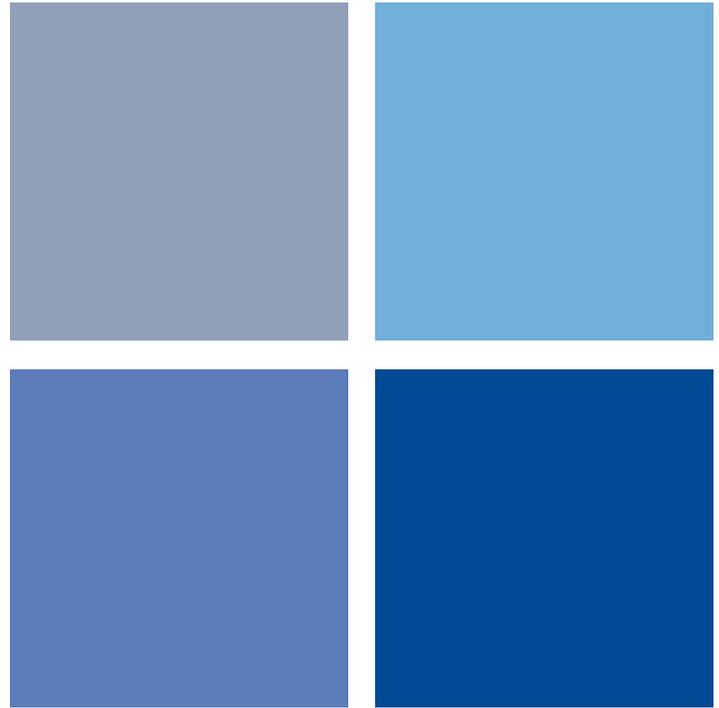
In order to make this event a success, we need a variety of supporters with a wide range of donations. If you are unable to attend one of our events, please consider supporting in one of the following ways:

Philanthropic Donations

All business or personal donations will be issued either a business acknowledgement or tax receipt (as per Canada Revenue Agency guidelines) and donors will be listed on the website and in programs, where applicable.

Gift in Kind Donations

Donations to silent auction of products, services, or gift certificates are most welcome.



First World War Centennial Volunteer Committee for Newmarket

Committee Leads

Ron Atkins: *U.E., Chairman of the Museum of Applied Military History*

Bob Buchan: *Newmarket Historical Society*

Erin Cerenzia: *BA, MA Honors History; Vice President, Newmarket Historical Society*

Christopher Morris: *Director of Archives, Newmarket Historical Society*

Judy Perry: *President, Newmarket Historical Society*

Jackie Playter: *Newmarket Historical Society*

Neila Poscente: *Fundraising Advisor*

Jeremy Slessor: *Newmarket Historical Society*

Maegon Young: *MA Honors History Candidate*

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