



# WINNIE'S HOMETOWN FESTIVAL



*Donation & Sponsorship Package*

[WWW.WINNIESHOMETOWNFESTIVAL.CA](http://WWW.WINNIESHOMETOWNFESTIVAL.CA)



## Celebrating 100 Years of Winnie-the-Pooh – Making This Year Better Than Ever!

Welcome to a once-in-a-century celebration! This year marks 100 years of Winnie-the-Pooh, a timeless bear of very little brain who has captured hearts around the world with kindness, friendship, and simple joys. To honour this magical milestone, the Winnie-the-Pooh Festival is pulling out all the stops to create our most enchanting, family-friendly, and memorable festival yet – and we invite YOU to be part of the magic.

Your support helps bring the Hundred Acre Wood to life through themed activities, entertainment, décor, vendors, and unforgettable experiences for children and families. Together, we can ensure this centennial celebration is truly *sweet as hunny!*



*Harry Colebourn, (April 12, 1887 – September 24, 1947) was a Canadian veterinarian and soldier, was attached to the Fort Garry Horse Regiment & the Canadian Army Veterinary Corps. He was in charge of the horses on the troop train. He was headed for Val Cartier, Quebec and then on to England. Harry was born in England and emigrated to Toronto, Ontario, Canada when he was 18. He later moved to Winnipeg, Manitoba*

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## Where It All Began: The Story of Winnie-the-Pooh

The story of Winnie-the-Pooh begins not in a book, but in real life, rooted deeply in Canadian history and forever connected to the town of White River, Ontario.

In 1914, during the early days of the First World War, Captain Harry Colebourn, a veterinarian from Winnipeg, was travelling east by train with the Fort Garry Horse regiment. While passing through White River, he encountered a hunter who had captured a female black bear cub after her mother had been killed. Captain Colebourn purchased the cub for \$20, naming her Winnie after his hometown of Winnipeg.

Winnie quickly became the beloved mascot of the regiment, travelling with Captain Colebourn and the soldiers to Valcartier, Quebec, and later overseas to England. Gentle, intelligent, and remarkably friendly, Winnie brought comfort and joy to the troops during an incredibly difficult time.

When the regiment was sent to the front lines in France, Captain Colebourn made the heartfelt decision to leave Winnie in the care of the London Zoo, promising to return for her after the war. Winnie became an instant favourite with visitors – especially children – due to her calm nature and unique bond with people.

Among those who visited Winnie at the London Zoo was a young boy named Christopher Robin Milne, whose father was author A.A. Milne. Christopher Robin loved Winnie so much that he renamed his teddy bear – originally called Edward Bear – to Winnie-the-Pooh. Inspired by his son's imagination and adventures, A.A. Milne began writing stories about a gentle bear who loved honey, friendship, and simple pleasures.

In 1926, Winnie-the-Pooh was officially published, accompanied by the iconic illustrations of E.H. Shepard. The characters of the Hundred Acre Wood – Pooh, Piglet, Tigger, Eeyore, Owl, Rabbit, Kanga, Roo, and Christopher Robin – quickly captured hearts around the world.

What makes this story especially meaningful is that Winnie-the-Pooh's origins trace directly back to White River, Ontario – the very place where Winnie's journey began. Today, White River proudly embraces its role as the Birthplace of Winnie-the-Pooh, welcoming visitors from around the globe who come to celebrate this extraordinary piece of literary and Canadian history.

As we celebrate 100 years of Winnie-the-Pooh, we also honour Captain Harry Colebourn, the real bear Winnie, and the community of White River, whose place in history helped give the world a story that continues to teach kindness, friendship, and imagination.

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## Why Sponsor the Winnie-the-Pooh Festival?

The Winnie-the-Pooh Festival is a beloved, multi-day, family-focused celebration held in White River, Ontario, proudly known as the Birthplace of Winnie-the-Pooh. Each year, the festival draws thousands of visitors from across Northern Ontario, the province, and beyond – including families, tourists, Pooh enthusiasts, and heritage travellers eager to experience this one-of-a-kind event.

### The festival features a vibrant mix of:

- Live music and entertainment
- Family-friendly activities and children’s programming
- Crafts, games, and interactive experiences
- Local food vendors and marketplace booths
- Parades, themed attractions, and community events
- Special Winnie-the-Pooh-inspired activities that celebrate imagination, kindness, and friendship

For the 100th Anniversary of Winnie-the-Pooh, the festival is expanding its programming, décor, and attractions to create an even more immersive Hundred Acre Wood-themed experience. This milestone year presents a unique opportunity for sponsors to be part of a historic celebration that blends literary heritage, Canadian history, tourism, and community pride.

### By becoming a sponsor or donor, you are:

- Supporting a well-established signature community festival
- Helping drive regional tourism and local economic impact
- Creating meaningful, accessible experiences for children and families
- Demonstrating strong community leadership and goodwill
- Aligning your brand with a globally loved story rooted in Canadian history

Sponsorship is not just a donation – it is an investment in a festival that celebrates heritage, family, creativity, and community connection, while putting White River on the map for visitors from around the world.



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## Sponsorship & Donation Tiers

### Hunny Pot Hero – \$10,000+

*"You are braver than you believe, stronger than you seem, and smarter than you think" – Christopher Robin*

Additional Benefits Include:

- Acknowledgment with extra large sign
- Promotional radio ads
- Logo and recognition on hotel tent cards
- Corporate name/logo displayed at main events
- Public verbal acknowledgement
- (15) Fifteen Complimentary Weekend Passes

### Bouncing Tigger Champion – \$7,500

*"The wonderful thing about Tiggers is Tiggers are wonderful things!" – Tigger*

Additional Benefits Include:

- Acknowledgment with extra large sign
- Promotional radio ads
- Corporate name/logo displayed at main events
- Public verbal acknowledgement
- (10) Ten Complimentary Weekend Passes

### Piglet's Big-Heart Partner – \$5,000

*"Even though he was very small, he had a very large heart." – A.A. Milne*

Additional Benefits Include:

- Acknowledgment with extra large sign
- Promotional radio ads
- Corporate name/logo displayed at main events
- Public verbal acknowledgement
- (8) Eight Complimentary Weekend Passes

#### **All tiers include:**

- FREE tradeshow booth
  - Listed as sponsor on website & post-event thank you
  - Recognition in brochure
- Submission of logo/name(s) needed for recognition*



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## Sponsorship & Donation Tiers

### Wise Old Owl Supporter – \$3,000

*"One of the advantages of being disorganized is that one is always having surprising discoveries." – Owl*

Additional Benefits Include:

- Acknowledgment with large sign
- Promotional radio ads
- Corporate name/logo displayed at main events
- (6) Six Complimentary Weekend Passes

### Eeyore's Loyal Friend – \$1,000

*"A little consideration, a little thought for others, makes all the difference." – Eeyore*

Additional Benefits Include:

- Acknowledgment with medium sized sign
- Promotion radio ads
- (4) Four Complimentary Weekend Passes

### Hundred Acre Hunny Helper – \$500

*"Sometimes the smallest things take up the most room in your heart." – Winnie-the-Pooh*

Additional Benefits Include:

- Acknowledgment with small sized sign
- (2) Two Complimentary Weekend Passes

### Christopher Robin's Dear Friend – \$300

*"We'll be friends forever, won't we, Pooh?" – Christopher Robin*

Additional Benefits Include:

- (1) One Complimentary Weekend Pass

**All tiers include:**

- FREE tradeshow booth
- Listed as sponsor on website & post-event thank you
- Recognition in brochure  
*Submission of logo/name(s) needed for recognition*





## Join Us in Making History!

The 100th anniversary of Winnie-the-Pooh is more than a celebration — it is a once-in-a-lifetime moment to honour a story that began right here in White River, Ontario, and grew into a global symbol of kindness, imagination, and friendship.

By supporting the Winnie-the-Pooh Festival, you are helping to:

- Preserve and celebrate an extraordinary piece of Canadian and literary history
- Create magical, inclusive experiences for children, families, and visitors of all ages
- Strengthen community pride and showcase White River as the true Birthplace of Winnie-the-Pooh
- Support local businesses, artists, and performers while boosting regional tourism
- Ensure this milestone celebration is worthy of the legacy that began over a century ago

Every sponsorship — whether large or small — plays an essential role in bringing the Hundred Acre Wood to life. From laughter-filled activities and storytelling moments to music, parades, and shared memories, your support helps create experiences that will be cherished for years to come.

This is your opportunity to be part of history — to stand alongside a story that has shaped childhoods around the world and to help pass its message of kindness, curiosity, and togetherness on to the next generation.

Join us in making this centennial celebration unforgettable. Become a sponsor today: [www.winniehometownfestival.ca/sponsors](http://www.winniehometownfestival.ca/sponsors)

From all of us in the Hundred Acre Wood, thank you for believing in the magic, the memories, and the meaning behind this extraordinary festival.

TTFN! (Ta-Ta For Now!)

With heartfelt thanks,

*The Winnie-the-Pooh Festival Team*



[winniehometownfestival.ca](http://winniehometownfestival.ca)



## Letter of Commitment

### SPONSORSHIP INFORMATION

Business/Organization/Individual Name: \_\_\_\_\_

Primacy Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

City/Province/Postal Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

How would you like your name to appear for recognition purposes?

Same as above

Please use another name: \_\_\_\_\_

Website/Social Media Handle (optional): \_\_\_\_\_

### SPONSORSHIP SELECTION

Please select your preferred sponsorship level:

Christopher Robin's Dear Friend — \$300

Hundred Acre Helper — \$500

Eeyore's Loyal Friend — \$1,000

Wise Old Owl Supporter — \$3,000

Piglet's Big-Heart Partner — \$5,000

Bouncing Tigger Champion — \$7,500

Hunny Pot Hero — \$10,000+

Custom Sponsorship:  
(Please specify)

\$ \_\_\_\_\_

**Total Sponsorship Amount:**

\$ \_\_\_\_\_

### LOGO SUBMISSION

Please submit your logo online at [www.winnieshometownfestival.ca/sponsors](http://www.winnieshometownfestival.ca/sponsors) or email to [festival@winnieshometownfestival.ca](mailto:festival@winnieshometownfestival.ca).

### PAYMENT INFORMATION

Cheque (Payable to Township of White River)

Other: \_\_\_\_\_

Credit Card (Please call 807-822-2450 to complete payment)

**PLEASE NOTE:** All sponsorship commitments are to be submitted by May 4, 2026 and payment must be received by June 1, 2026.

### Additional Notes or Special Requests

\_\_\_\_\_

### Sponsorship Agreement

By signing below, I/We confirm our commitment to sponsor Winnie's Hometown Festival and agree to provide payment as outlined above. I/We understand that sponsorship benefits are subject to deadlines and availability.

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

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