



May 28 & 29, 2022

PRESENTS THE 19TH ANNUAL

**DOORS OPEN  
WINNIPEG PORTES OUVERTES**

**FREE EVENT!**

# 2022 Community Support Opportunities



*Armstrong's Point Neighbourhood*  
Winnipeg's first Heritage Conservation District!

*Celebrating the  
stories our  
buildings tell!*



*Crescentwood Neighbourhood*  
Winnipeg's next Heritage Conservation District!



*Celebrating Neighbourhoods!*

**#DoorsOpenWinnipeg**  
**DoorsOpenWinnipeg.ca**

# *All About Doors Open Winnipeg*



Established in 2004 by Heritage Winnipeg and the Downtown Winnipeg BIZ with 30 buildings in the downtown and St. Boniface, Doors Open Winnipeg expanded throughout the city by 2007. Now held annually during the last weekend of May, this FREE event invites the public to explore our built heritage treasures, cultural institutions and historic streetscapes. Entertaining and educational, Doors Open Winnipeg attracts locals and tourists while increasing community pride, proudly displaying Winnipeg's architecturally, culturally and historically significant buildings.

**JOIN US MAY 28 & 29, 2022!**

We are looking forward to Doors Open Winnipeg 2022 with exciting new buildings, events and tours. It will be a fun and safe event that supports local heritage organizations and businesses during these challenging times. Come enjoy the neighbourhoods that make our city wonderful as we celebrate the stories our buildings tell!

## *Presented by Heritage Winnipeg*

Heritage Winnipeg is a non profit, charitable organization incorporated in 1978.

We are mandated to promote and encourage the conservation of historic/heritage structures and sites, and to attend to those matters which enhance and complement this purpose. Emphasis is on restoration, revitalization, preservation, education and advocacy, in order to augment the cultural inheritance of the community, with consideration for pertinent logistics and feasibility. We work with the community to ensure Winnipeg's built heritage continues to be vibrant and sustainable for generations to come!



**WWW.HERITAGEWINNIPEG.COM**

# Why Support Doors Open Winnipeg?



- Doors Open Winnipeg is great opportunity to:
- Increase brand awareness with your target audience
  - Create a positive perception of your brand within the community
  - Build meaningful relationships with stakeholders
  - Engage with customers that share your values
- We work hard to nurture meaningful, mutually beneficial, long term relationships with all our amazing sponsors!

## Marketing and Online Presence

Over 3,200 followers and 2,900+ likes  
@DoorsOpenWinnipeg



Over 2,900 followers and 950+ posts  
@HeritageWPG

Over 5,700 followers and growing  
@HeritageWPG



Over 650 subscribers and 260+ articles  
heritagewinnipeg.com/blog



From the front page news to the six o'clock news, Doors Open Winnipeg is everywhere! Our dedicated website and Facebook page are bustling with activity in the spring as enthusiasm for the event builds. We reach a diverse audience advertising in print, on the radio and television, as well as across all of Heritage Winnipeg's online platforms.



# WWW.DOORSOPENWINNIPEG.CA

# Doors Open Winnipeg 2021 Highlights



It was a challenging year for Doors Open Winnipeg but we persevered! With safety of our hosts, volunteers and guests as our number one priority, we made the hard decision in the spring to postpone the event until September 11 and 12, 2021.

The 2021 event was made more fun with the introduction of a scavenger hunt. Event guests were on the lookout for our friend the Golden Boy, who had taken a break from watching over the Manitoba Legislative Building to check out Doors Open Winnipeg. After being spotted all over the city, the winner of the scavenger hunt won a fun prize pack from our scavenger hunt sponsor, Kite and Kaboodle!



## 11TH ANNUAL PEOPLES' CHOICE AWARDS

Voted on by the public, the winners receive an original framed print of their building by local artist Robert Sweeney!



## SOCIAL MEDIA CONTEST

**Congratulations to our 2021 winner, Trish!**

"I love #doorsopenwinnipeg because of all the new places I get to see and learn about! I love #doorsopenwinnipeg because I am finding out so much history behind these amazing gems we have in Winnipeg and so many interesting stories! I love #doorsopenwinnipeg because I get into action from history! I love #doorsopenwinnipeg because of all the amazing history throughout Winnipeg! The amazing tour guides! Last but not least, very interesting facts!"



# *Thanks to all our 2021 Sponsors!*

## LIMESTONE



## GRANITE

**Winnipeg Free Press**



Manitoba Association  
of Architects

**Manitoba**



## TERRA COTTA

**POLLARD**  
banknote limited



## SUPPORTER

ALPHA MASONRY



**93.7**  
**CJNU**



# *Community Support Opportunities*

This **FREE** community event is only possible with your support!

*Have an awesome idea for a creative brand activation? We would love to work with you!*

All donations receive a charitable tax receipt.  
Charitable Registration #11895 6572 RR0001



In kind product and service donations are always welcome and are valued at 100% of their cash value.


















## **MEDIA SPONSORSHIPS**

All in kind media product and service donations are valued at 100% of their cash value. Media Sponsors will receive benefits in accordance with the Support Opportunities table on the following page.



*Thank you  
for your  
consideration!*

# Community Support Opportunities

SUPPORT OPPORTUNITIES	MARBLE	LIMESTONE	GRANITE	TERRA COTTA	SUPPORTER
Your logo used in all areas of sponsorship recognition					
Link to your website from the Doors Open Winnipeg website					
Recognition in the Heritage Winnipeg Annual Report					
Recognition at all Doors Open Winnipeg media events and at the <i>Peoples' Choice Awards and Volunteer Reception</i>					
Recognition on all Doors Open Winnipeg social media					
Your logo on the Doors Open Winnipeg website home page					
Your logo in the Doors Open Winnipeg television commercial					
Recognition in the Heritage Winnipeg Blog					
CONTRIBUTION	\$15,000+	\$10,000+	\$5,000+	\$2,500+	\$500+

For more information about Doors Open Winnipeg,  
please contact

# *Heritage Winnipeg*

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