

17 Wing Headquarters
National Defence
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Winnipeg, Canada R3J 3Y5



Quartier général de la 17e Escadre
Défense nationale
CP 17000, succ. Forces
Winnipeg, Canada R3J 3Y5

21 Jan 2025

CANADIAN FORCES BASE WINNIPEG 100TH ANNIVERSARY

The 1st of April 2025 marks 100 years of service for Canadian Forces Base (CFB) Winnipeg. This Anniversary milestone places CFB Winnipeg in a unique position to highlight our history, connect our communities and inspire our future.

CFB Winnipeg, the site of 17 Wing and both 1 and 2 Canadian Air Division Headquarters, is considered the '*Home of the Royal Canadian Air Force (RCAF)*'. To strengthen and celebrate this connection with the Citizens of Winnipeg, our team is curating a program for the period of April 1st – June 30th 2025 that will include key events within and across the city, celebrations in collaboration with our community partners, and activities on the base itself.

The 100th Anniversary is an opportunity for CFB Winnipeg to showcase the Canadian Armed Forces (CAF) personnel stationed and living right here in Manitoba. It is an opportunity to highlight their accomplishments, demonstrate how they positively contribute to life in our province, enhance the reputation of the CAF, and proudly honour our distinguished history and heritage. CFB Winnipeg is looking to partner with leading business and corporations such as yours to assist us in conducting events that not only recognize Manitoba's rich heritage, but fuel internal and external support for the organization as it continues to serve Canadians during its next century of service.

As part of CFB Winnipeg planning efforts, the Honorary-Colonels of CFB Winnipeg's units, Wing and Divisional Headquarters – all local leaders within Manitoba's business and academic communities – have graciously accepted the responsibility to engage with Manitoba business and corporate leaders to discuss sponsorship/donation opportunities. Details are included in the Sponsorship & Donation Opportunities package included with this letter.

If there is anything that they, or I, can do to provide you additional information or to answer any of questions you may have regarding the 100th Anniversary of CFB Winnipeg, please do not hesitate to reach out to my Administrative Officer, Lisa Pelzer at Lisa.Pelzer@forces.gc.ca or 204-229-2146.

Sincerely,

J.G. Hanson
Colonel
17 Wing Commander

Canada 

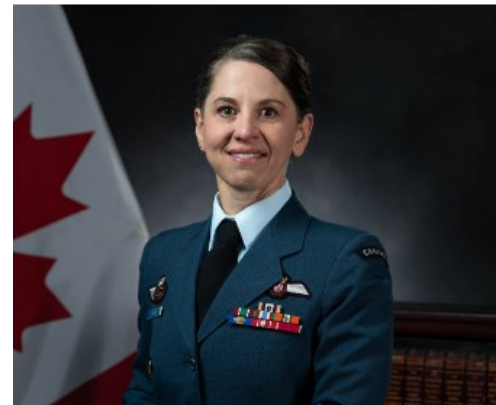
Canadian Forces Base Winnipeg 100th Anniversary

Sponsorship & Donation Opportunities



Canadian Forces Base Winnipeg 100th Anniversary Sponsorship & Donation Opportunities

We are excited to share that Canadian Forces Base (CFB) Winnipeg is celebrating its 100th Anniversary in 2025. To celebrate this rare and notable milestone, the CFB Winnipeg team is planning different celebratory activities to *highlight OUR history, connect OUR communities and inspire OUR future.*



Colonel Jody Hanson
CFB Winnipeg / 17 Wing Commander

The generous contributions of our sponsors are pivotal in making this milestone celebration extraordinary. With your support, the 100th Anniversary Planning Committee will bring key initiatives to life, including:

- **Street Light Banners** displayed throughout Winnipeg, showcasing a century of collaboration with our community;
- **Commemorative Patches** for our members' uniforms, honoring this historic occasion. The winning patch is the one depicted on the cover of this package;
- A **100th Anniversary Dinner** to celebrate with our members and community partners;
- Participation in **Open House Winnipeg**; and
- Partnering with a local community business for a **Commemorative Beer**.

Together, as valued partners, we can create a memorable and meaningful tribute to 100 years of CFB Winnipeg service and positive community impact. Thank you for your support in helping us make history.

Sponsorship Benefits & Levels

	Platinum \$5,000	Gold \$4,000	Silver \$2,500	Bronze \$1,500
CFB Winnipeg 100th Anniversary Dinner				
Premier logo placement on all event materials	✓			
Keynote Address	✓			
Recognition in event speeches	✓	✓	✓	✓
Tickets to Event	VIP tickets for 10 guests	6 tickets	4 tickets	2 tickets
Ad in the event program	Full Page	½ Page	¼ Page	Logo only
Social media mentions and website feature	Logo on VOXAIR Website for all of 2025	✓	✓	✓
Logo on Banner at event	✓	✓	✓	✓
Open House Winnipeg				
Social media mentions and website feature	✓	✓	✓	✓
Logo on Banner at event	✓	✓	✓	✓
Other Base Events (RCAF Run, Toonie Walk, Family Activities)				
Social media mentions and website feature	✓	✓	✓	✓
Logo on Banner at event	✓	✓	✓	✓

Sponsors will be provided with a Sponsor agreement to be signed by both parties.

Donations are also accepted and will be provided with a tax receipt.

Product in kind is also accepted.

For further details, please contact Alex Hinkey at Hinkey.Alex@cfmws.com



About CFB Winnipeg / 17 Wing

CFB Winnipeg is based at 17 Wing. It serves a vital role in generating Royal Canadian Air Force (RCAF) trained personnel, as well as delivering, and sustaining air operations to support the mandate of the RCAF.

It also functions as a Support Base to Lodger Units of the Canadian Armed Forces (CAF). As such, CFB Winnipeg offers administrative, operational, and logistical support to over

113 units situated across 35 locations and 10 armouries spanning from Thunder Bay, ON to the Alberta border. Additionally, CFB Winnipeg serves as a Deployed Operations Base for NORAD fighter operations, including the CF-18 Hornets. CFB Winnipeg takes pride in supporting both 1 and 2 Canadian Air Division Headquarters. CFB Winnipeg takes pride in being one of the largest Regional Support Bases in the CAF.



CFB Winnipeg Economic Impacts

- CFB Winnipeg employs more than 5,000 military and civilian personnel.
- It is one of the province's largest employers and economic engines.
- Members are 57% male, 74% are married and 65% own a home.
- Members have a Combined Net Income of \$119M.
- Combined Net Expenditures in the Community of \$227M.

As we celebrate our 100th anniversary, we are deeply grateful for the support and partnership of companies like yours. Your contribution will help us create memorable events that honor our legacy and inspire future generations. Thank you for considering our proposal and for your continued support.

Colonel Jody Hanson
CFB Winnipeg/17 Wing Commander

