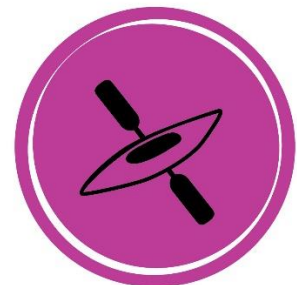




MANITOBA CAMPING Association

2021 Vendor & Commercial Package



Sunshine
FUND



ORGANIZATIONAL CULTURE

Manitoba Camping Association's organizational culture is built on its values and ability for staff, volunteers, members and board of directors to embrace and embody these values through daily work.

OUR MISSION

To play a leadership role in promoting and supporting the community of organized camps, encouraging the growth and recreational experiences for children, youth and families.

OUR VISION

To be the recognized leader in the Manitoba camps community.

CORE VALUES

Personal growth & enrichment for children and youth through a camping experience.

Integrity in all aspects of operation.

Accountability and transparency.

Collaboration sharing of information, knowledge and perspectives.

Safety for all involved.

Financial accessibility.

Environmental outdoor experience.



INTRODUCTION

The Manitoba Camping Association, including the Sunshine Fund, is a charitable organization that supports and promotes camp, encourages best practices among the camp industry, manages the standards and accreditation of camps program and strives to foster a culture of community among its membership, safety for all campers, user groups and staff.

Research has proven that camp is an important component in childhood development. As such we want to help camps reach their maximum capacity throughout the year to play a role in the long-term viability and success of camp.

Camps rely on various products and services to operate. Because of this, we invite for-profit companies to participate as corporate members so we can connect your products and services with member camps and encourage group and bulk pricing to support our not-for-profit member camps.

In addition to supporting member camps and connecting camps to corporate members, the MCA fundraises to provide underprivileged children the opportunity to experience the benefits of summer camp through the Sunshine Fund. On average in recent years, we sponsor 550 - 640 deserving, underserved children each year, however, are unable to fulfill the need and demand. We strive to increase our public awareness and financial support in the community.

The Manitoba Camping Association defines organized camping as a sustained group experience of no less than 30 hours over a minimum of 4 consecutive days with at least fifty percent of the time consisting of outdoor activities taking place in one of the following formats: overnight, wilderness, family or day camp, based on the following principles:

- Fostering the physical, mental, social, spiritual, emotional and moral welfare of the participants
- Dedicated and committed to an environmental ethic that preserves the integrity, stability and beauty of the biotic community



MEMBER BENEFITS

Commercial members of the MCA will find value in the following areas and can maximize their benefits:

ACCREDITED CAMPS

Camps that seek and maintain accreditation status, communicate to the community and various stakeholders that they are committed to safety by following best practices and implementing risk management practices.

As the recognized leader in the camps community, various agencies support the value of MCA accreditation by only providing funding to camps programs that are members in good standing and accredited by the MCA.

The MCA is committed to improving the accreditation and standards process. As such it has made a policy to review the standards manual each year to ensure that it is current and relevant. MCA has a Standards and Accreditation Committee to review the manual and welcomes suggestions from the community.

As a Commercial Member, you will have access to this list of camps.

MARKETING & PROMOTIONS

The MCA continuously works to promote camp and seek out partnership opportunities where camp can be promoted. Commercial members and accredited camp members can participate in these events:

- **MCA Camp Ping**
Our Camp Ping is sent to our Manitoba camps with information pertaining to grants, training events, special events, special notices government information and resources and information about what is going on at the association and with the Sunshine Fund.
- **Winnipeg Free Press Camping Insert**
Members can advertise and support a camp specific publication at a reduced advertising rate. 2020 will represent the 7th year of the insert and an opportunity to promote the variety and specialty programs that camps have to offer. The publication is inserted in a Saturday home edition & online in early May, which reaches over 250,000 subscribing homes and businesses across Manitoba and NW Ontario, including the on-line publication.
- **MCA Camp of the Week**
Camp of the week is a voluntary promotional program promoting member camps and increasing our reach through social media. Camps that choose to participate will be featured for a week at a time which includes promotion of job, programming, rental opportunities and summer camp programs.

- **MCA Partner of the Month**
Partner of the Month is a new adventure for 2020 and is a voluntary promotional program promoting our partners through social media. Commercial businesses/organizations that choose to participate will be featured for a month at a time.
- **Newsletter**
Ability to sponsor or advertise in our newsletter sent to camps, donors, supporters, and Sunshine Fund families; published twice per year.
- **Annual Linked Conference with CCI**
Our annual spring 3-day MCA/CCI conference where senior leadership come together from all areas of Manitoba & NW Ontario camps for training, community and networking opportunities at a member camp location. Learning with each other, guest speakers and opportunity to rejuvenate before the busy summer camp season begins. Vendors and corporate members can set up displays and connect with member camps during our vendor day mid conference
- **Training Opportunities**
The MCA Membership Committee offers training events throughout the year for camps to participate in. Webinar and in person training offered as possibilities.
Corporate members can sponsor these events.
- **Networking Events**
The MCA Membership Committee offers a few networking events throughout the year (minus spring and summer months) to bring members together. MCA will strive to have them at different locations throughout Manitoba. Vendors and corporate members can sponsor these events.
- **Government and Other Organization Lobbying**
The MCA supports member camps by lobbying the government and other governing bodies pertaining to issues that are important to the association (eg, COVID), influencing the decisions of governing bodies as needed.
- **Resources**
The MCA is committed to providing excellent customer service to membership and seeks feedback from membership to help ensure that relevant resources are developed, maintained and accessible. Resources include:
 - **Member Resource on Website** which developed to provide valuable information on human resources, granting opportunities, workplace health and safety, service providers and more.
 - **Networking** opportunities. Social opportunities offered throughout the year to bring members together. MCA will strive to have them at different locations throughout Manitoba.
 - **CCA Website** – The Canadian Camping Association is the hub for research information related to camp and a variety of information and training resources. Members have access to this information.



2021 MANITOBA CAMPING ASSOCIATION MEMBERSHIP CATEGORIES

Commercial Member/Vendor – Fee \$350

For Commercial Businesses who are interested in furthering the goals and objectives of the MCA and its members.

Organizational Member – Fee \$150

For Non-Profit Organizations and / or agencies who have an interest in furthering the interests of the MCA and its members. Including “camps” that do not meet the definition of “organized camping”.

Individual Member – Fee \$25

For the individual or student who has an interest in furthering the goals and objectives of the MCA and its members.

Honorary/Life Member

For the individual who has been recognized as having rendered exceptional services to the cause of camping within Manitoba, with a continued interest in furthering the goals and objectives of the MCA and its members. Honorary / Life Membership shall be awarded without the requirement that such member pay any annual fee.



2021 Manitoba Camping Association Vendor/Commercial Application

(Return by February 28, 2021)

Vendor/Business Name: _____

Contact Name: _____

Please complete the Contact Information (next page) and return with your Application

Type of Membership Requested		
Membership Type	Description	Fee Payable
Commercial/Vendor - \$350		
Organizational - \$150		
Individual - \$25		

Please return completed form by February 28, 2021, with a cheque made payable to:
 Manitoba Camping Association, Unit F – 1215 Henderson Hwy, Winnipeg, MB, R2G 1L8.
 If you need an invoice to have a cheque issued, please let MCA know.
 Or pay by Credit Card (VISA/MC/AmEx) with the following information:

Credit Card Type: _____ **Name on card:** _____

Card Number: ____/____/____/____ **Expiry date:** __/__ **CVA:** ____



2021 VENDOR/COMMERCIAL CONTACT INFORMATION

Organization

Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Other Number(s): _____ ; _____

Email: _____

Web site: _____

Facebook: _____

Instagram: @ _____ Twitter: @ _____

Contact #1: _____ Role: _____

Phone: _____ Email: _____

Contact #2: _____ Role: _____

Phone: _____ Email: _____