

TOWN OF MARKHAM

Spring Fundraiser Proposal

January 31, 2013

Regional Councillor Gordon Landon

2013

101 TOWN CENTRE BOULEVARD, MARKHAM ON L3R 9W3

Overview

The Spring Fundraiser is a joint fundraising event hosted by the City of Markham to assist local organizations in raising funds to improve their services to the community.

Date

The date is Thursday, April 25, 2013.

- A weeknight event is less likely to conflict with other events.
- More venues are available and rental costs are lower on a weeknight.

Venue

Possible Venues:

- Markham Event Centre
- Shangri-La
- Premiere Banquet Hall
- Crystal Fountain
- Le Parc

Venue Layout

- Stage for performances
- Silent Auction Tables
- Outside Reception Area
 - Reception Table
 - Information Booths for each organization to showcase their work
 - Cash Bar

Budget

Budget Breakdown Sample Assuming 300 guests per organization, 40 reserved VIP seats			
		Groups	Councillors
Cost	Venue/Food	$\$40 * 300 = \$12,000$	$\$40 * 40 = \$1,600$
	Entertainment	-	Find free entertainment
	Printing	-	\$3,000
	Promotion	-	\$2,000
Revenue	Ticket Sales	VIP Tickets $\$150 * 100 = \$15,000$	-
		Regular Tickets $\$120 * 200 = \$24,000$	-
	Sponsorship	\$15,000	\$15,000
	Silent Auction	TBD	-
	Councillors	$\$8,400 / 3 = \$2,800$	-
Net		$\$24,000 + \$15,000 + \$15,000 +$ $\$2,800 - \$12,000$ $= \$44,800$	$\$15,000 - \$3,000 - \$2,000 - \$1,600$ $= \$8,400$
MONEY TO GO THROUGH CITY'S FINANCE DEPARTMENT FOR ISSUING TAX RECEIPTS			
Notes: <ul style="list-style-type: none"> *: costs covered by as much Councillor sponsorship as possible; net costs to be split to groups based on percentage of total tickets sold Numbers are only a sample and do not reflect actual sponsorship proceeds 			

Sponsorship Package

<p>Premium</p> <ul style="list-style-type: none"> • Name and logo on ticket and poster as Title Sponsor • Invitation to press conference events • Two-page ad in program book • Logo on banner • 60s commercial and speech • Complimentary seating for 10 (1 table) 	<p>\$15,000</p>
<p>Platinum</p> <ul style="list-style-type: none"> • Name on ticket and posters • Invitation to press conference events • Full page ad in program book • Logo on banner • Complimentary seating for 8 	<p>\$10,000</p>
<p>Diamond</p> <ul style="list-style-type: none"> • Name on ticket and posters • Invitation to press conference events • 1/2 page ad in program book • Logo on banner • Complimentary seating for 6 	<p>\$8,000</p>
<p>Gold</p> <ul style="list-style-type: none"> • Name on ticket and posters • Invitation to press conference events • 1/4 page ad in program book • Logo on banner • Complimentary seating for 4 	<p>\$5,000</p>
<p>Silver</p> <ul style="list-style-type: none"> • Name on ticket and posters • Invitation to press conference events • 1/8 page ad in program book • Logo on banner • Complimentary seating for 2 	<p>\$2,500</p>
<p>General Sponsor</p> <ul style="list-style-type: none"> • Silent Auction Prize Donors: name mentioned in auction with prize • Performance sponsor: name listed with performance in program, and by MC introducing performance • Other: name in program book 	<p>< \$2,500 In kind donations</p>

Ticket Layout

Front:

Ticket ####
<p>City of Markham</p> <h2>Spring Fundraiser</h2> <p>Thursday, April 25, 2013 6:00 p.m.</p> <p>Venue Address</p>

Back:

<p>Proudly Sponsored by</p> <p>[Title Sponsor Logo]</p>	<p>Gold Sponsor: [logo if space permits]</p> <p>Silver Sponsor: [logo if space permits]</p> <p>Bronze Sponsor: [logo if space permits]</p>	
<p>Group 1 Address Phone #</p>	<p>Group 2 Address Phone #</p>	<p>Group 3 Address Phone #</p>

Sub-committees

Entertainment Committee

- Responsibilities
 - Planning:
 - Finding performers for the event
 - Finding MC's
 - Working with venue to meet stage requirements
 - Co-ordinating performance schedule
 - Script and rundown writing
 - At Event:
 - Stage setup
 - Sound check
 - Assisting performers
 - Ensuring rundown goes smoothly
- Members
 - Councillors Carolina Moretti and Alan Ho + assistants
 - 1-2 volunteers per organization

Printing and Promotion Committee

- Responsibilities
 - Planning:
 - Co-ordinating with sponsors to consolidate logos and ads
 - Co-ordinating with members from own organization to prepare 2-page feature in program book
 - Co-ordinating with City of Markham Corporate Communications to prepare and print posters, program book, and tickets
 - Co-ordinating with City of Markham Corporate Communications for media strategy and promotion
 - Maintaining social media sites
 - Banner(s) for event
 - Arranging photographer at the event
 - At Event:
 - Greeting and ushering guests
 - Setting up event hall and reception area
- Members
 - City of Markham Corporate Communications
 - Councillors Gord Landon and Logan Kanapathi + assistants
 - 1-2 volunteers per organization

Timeline

February 4	<ul style="list-style-type: none">• Send out sponsorship package• Report to General Committee for City of Markham Finance and Corporate Communications support
February 13	<ul style="list-style-type: none">• Posters printed
March 29	<ul style="list-style-type: none">• Entertainment deadline• Sponsorship deadline to be included in program book
April 2	<ul style="list-style-type: none">• Deadline to submit all program material to Corporate Communications for program printing• Submit logos for banner and ticket printing
April 15	<ul style="list-style-type: none">• Event rundown and MC script due for review
April 25	<ul style="list-style-type: none">• Day of event

Notes:
