

July 14, 2010

Mr. Stephen Chait  
Director of Economic Development  
The Corporation of the Town of Markham  
101 Town Centre Boulevard  
Markham, ON L3R 9W3

Hello Mr. Chait,

I represent Festivals & Events Ontario (FEO), a pan-provincial not-for-profit tourism association. FEO was established in 1987 and represents the collaborative interests of its more than 500 members and the greater Ontario industry at-large in the areas of education, professional development, marketing and advocacy.

FEO is staging its 25<sup>th</sup> annual Conference in Markham on March 2-5, 2011 at the Hilton Suites Conference Centre & Spa located directly across the Highway from your office. We welcome a partnership between your Corporation and ourselves, specifically in the form of the Town of Markham hosting the prestigious FEO Hall of Fame Dinner event for our delegates at the Hotel on Friday March 4.

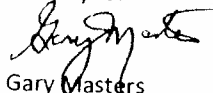
As you can appreciate, with less than 8 months to go before FEO (and hopefully your Corporation) "Welcomes Ontario's Festivals & Events Family to Markham," many of the Conference details are now under development, including the cultivation of our sponsorship partners. On behalf of my Board, led by FEO's President, Gerry Ginsberg, my Conference Chair, Beth Peterkin and especially with the local presence of one of my Board members, Ed Joaquin, who stages several festivals in your community, I look forward to meeting you.

As we approach the fall, we will also activate a local planning committee to assist us with some of the practical Conference details and Ed, Beth and I will be sourcing future assistance from individuals such as yourself or others at that time.

I might add that we expect Minister of Tourism & Culture Michael Chan to attend and welcome our delegates during our Opening remarks on March 3. Minister Chan and I have met on several occasions and he has committed to being in attendance. Of course, although we are offering someone from your Corporation the opportunity to formally address our delegates on the Friday evening, we could certainly entertain a similar welcome from Markham during our kickoff.

I welcome an opportunity to meet in person, perhaps in conjunction with Mayor Scarpitti, Deputy Mayor Heath and/or Commissioner of Corporate Services Taylor. Please advise of a convenient date/time.

Thank you.



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Cc: Gerry Ginsberg, Ed Joaquin, Beth Peterkin



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# **A PARTERSHIP PROPOSAL TO THE CORPORATION OF THE TOWN OF MARKHAM FROM**

## **FESTIVALS & EVENTS ONTARIO**

### **About the Festivals & Events Industry in Ontario**

Festivals & Events Ontario (FEO) estimates that tourism spending at Ontario's more than 2,000 individual festivals and events may cumulatively generate between \$1.5-\$2 billion in contributions to Regional Gross Domestic Product (GDP), support the creation of upwards of 20,000 full-year-equivalent jobs and support over \$500 million in tax revenue at all three levels of government. To translate that to a micro-level, it is estimated that the typical smaller budget (under \$250,000) festival or event on average may contribute \$765,000 in regional GDP, support the equivalent of 15 full-year jobs within its region and support \$410,00 in tax revenue at all three levels of government. Larger festivals or events, such as those acknowledged in FEO's Festivals & Events of Distinction (i.e. Toronto International Film Festival, Luminato, Caribana, Oktoberfest, etc.) would clearly deliver numbers much higher than these averages.

### **About Festivals & Events Ontario (FEO)**

Established in 1987, FEO is a not-for-profit, pan-provincial tourism association that represents the collaborative interests of its more than 500 paid members (who cumulatively represent over 1,000 individual festivals and events) in the areas of education, marketing, advocacy and professional development.

### **About the FEO Conference**

This year's (2011) Conference will acknowledge FEO's 25 years of operation (silver anniversary if you like). We expect to welcome more than 200 delegates comprised of festival and event managers, organizers and decision-makers from all parts of the province. In addition, we also expect to welcome supplier partners who will staff more than 60 expected trade show booths (with up to 120 staffed individuals) during our Marketplace. And we will feature more than a dozen entertainer performers who will showcase their talents for consideration by our delegates, the buyers of entertainment for their respective celebrations. During Conference, we will recognize deserving individuals and festivals or events for FEO's Hall of Fame, FEO's Festivals and Events of Distinction, FEO's TOP 100 Festivals & Events in Ontario, FEO's Achievement Award, FEO's Supplier awards, FEO's Volunteers and possibly other special recognition awards.

## **PROPOSED PARTNERSHIP – KEY ELEMENTS**

### **Conference-Related Benefits:**

- Exclusive Hosting of the FEO Hall of Fame Dinner on Friday March 4, 2011 at the Toronto/Markham Hilton Suites Conference Centre & Spa – Value = \$5,000
- Opportunity to have Markham's Mayor Scarpitti and/or Deputy Mayor Jack Heath personally address the delegates and welcome them to Markham – Value = \$2,000
- Opportunity for Markham to play/showcase any video it may have to the delegates during the function (Value = combined with aforementioned benefit of addressing the delegates)
- A Markham booth in the Marketplace trade show to promote its tourism products – Value = \$895
- 4 tickets to the Dinner – Value = \$400
- Inclusion of logo in FEO's extensive pre-Conference e-promotion/e-blasts – Value = \$3,000 (based on a cumulative total of 12 e-blasts to FEO's membership (1,200 emails) and/or entire database (10,000 emails))
- Inclusion of logo in FEO's monthly newsletter (1,200 emails per issue) as a Hosting Conference Partner – Value = \$900 based on 6 newsletter mentions before/after Conference
- Extensive promotion for approximately 6 months prior to Conference as a Hosting Partner on FEO's Conference website, with a direct link to the Town of Markham or other desired site – Value = \$500
- Inclusion of logo in FEO's printed delegate keepsake program/badge mini-timetable (350 total printed) as a Hosting Partner – Value = \$500
- Inclusion of logo in onsite Conference printed signage and electronic onscreen signage Value = \$250

**Total Conference Benefits Cumulative Value = \$13,445**

Marketing Benefits:

- Full page ad in the 2010/2011 FEO Consumer Guide to Festivals & Events in Ontario – Value - \$5,430
- Large-size banner ad (full year in rotation-maximum of 4) on the regular FEO website – Value = \$500
- Advertorial (150 words) for the Town of Markham (whatever message and month it desires, with a direct link to the Town of Markham website) in the FEO E-News (1,200 emails) = \$500
- 1 year membership in FEO (Associate member) – Value = \$350

Total Marketing Benefits Cumulative Value = \$6,780

**TOTAL BENEFITS CUMULATIVE VALUE = \$20,225**

**FINANCIAL INVESTMENT BY THE CORPORATION OF THE TOWN OF MARKHAM = \$15,000**