



REPORT TO General Committee

TO: Mayor and Members of Council

FROM: Barbara Nanninga – EA to Mayor & Council

PREPARED BY: Barbara Nanninga – EA to Mayor & Council

DATE OF MEETING: March 6, 2006

SUBJECT: Purchase of Sponsorships – Pursuing Dreams – Mayor’s Dinner for the Arts – March 30, 2006

RECOMMENDATION:

That Council purchase a Corporate Table at the cost of \$1,750 (excluding GST) for “Pursuing Dreams” – The Mayor’s Dinner for the Arts” Thursday, March 30, 2006. This event will be held at the Hilton Suites Toronto/Markham. Cost will be charged to account 840 8415840.

PURPOSE:

The event is a fundraiser in support of Markham’s cultural venues.

FINANCIAL CONSIDERATIONS:

Corporate Table	- \$1,750 excluding GST
Silver Sponsor	- \$2,000 excluding GST
Gold Sponsor	- \$2,500 excluding GST
Individual tickets	- \$150 excluding GST

ATTACHMENTS:

Invitation

Barbara Nanninga
Executive Assistant to Mayor & Council



JOIN US AS A CORPORATE DREAMER

Thursday, March 30, 2006

Whether you're watching a performance in the Markham Theatre, touring the masterpieces in the Varley Art Gallery or soaring through space at the Markham Museum you are experiencing the arts and culture of Markham.

We all have dreams of growing up and writing music, creating dance or exploring our past yet few succeed in pursuing those dreams and making them a reality. With your support dreams can happen.

The Mayor's Dinner for the Arts is hosted to bring together members of our corporate community for an evening of spectacular cuisine, live entertainment and stunning décor all in the name of making dreams come true.

The evening will be emceed by CHFI radio personality Erin Davis and will begin with a cocktail reception. Throughout the evening, young performers will entertain guests in a variety of methods. A multi-course gourmet dinner will be served and the evening's dream will culminate with a spectacular performance by musical impressionist, Martin Dubé. He is an astoundingly talented singer-impressionist with over 400 voices packed into a one-man show. The show combines laughter, fun and comedic harmony that will result in a pitch-perfect dream-like performance.

Guests will have the opportunity to pursue their own dreams by purchasing a chance to win a luxurious dream package that includes limousine service, jewellery, cultural activities, a weekend away and much more. The Dream Package Draw will be one lucky guest's dream come true.

You are invited, as a corporate member of Markham, to join us at the Hilton Suites Toronto/Markham on March 30, 2006 for an evening dedicated to showcasing arts, culture and dreams.

It's an evening unlike any other as we celebrate "dreams come true" in Markham.

PROCEEDS FROM THE DINNER WILL SUPPORT:



*David
Q. Mayor*
Mayor's Dinner for Arts

Celebrating the Arts in Markham

pursuing
Experience the Mayor's Dinner for the Arts



EVENING DREAMER: \$15,000*

Illustrate your commitment to make dreams come true by coming on board as the Evening Dreamer. Your sponsorship package will include corporate recognition, two VIP tickets and one Gold Corporate Table at the event.

Corporate Recognition:

- Corporate name/logo on all event posters
- Corporate name/logo on all invitations mailed out to more than 2,000 corporations in Markham and surrounding areas
- Corporate name/logo on all tickets
- Corporate name/logo on all guest confirmation packages
- Corporate name/logo on Town of Markham payroll attachment bulletin
- Corporate name/logo included on Town of Markham direct email notifications
- Sponsor recognition on the Varley Art Gallery, Markham Museum and Markham Theatre websites and a customized website presence will be designed to highlight your support and provide a link to your corporate website on the Town of Markham website
- Corporate name/logo incorporated into Town of Markham press releases and photo opportunities
- Corporate name/logo incorporated into print publicity materials such as newspaper advertisements
- Editorial article in Town of Markham publications as appropriate
- Corporate name/logo in thank you recognition ad included in recreation guide distributed to some 75,000 homes in Markham
- Prominent Town of Markham developed recognition signage at the venue the night of the event that would include vertical and horizontal banners
- Opportunity for a corporate display at the venue the night of the event
- Profile, recognition and on stage thank you by Mayor Don Cousens during the evening's dinner program
- Corporate name/logo on the table program
- Plaque presentation to your corporation during the evening
- Cross promotional opportunity to include mutually agreed upon item into dream gift bags

VARLEY

Markham
Theatre
For Performing Arts



**VIP Tickets for two guests includes:**

- Attendance at the exclusive pre-dinner champagne reception in the executive reception area of the Hilton Suites Toronto/Markham
- Seating at the Mayor's table for the gourmet dinner and show
- A tour of Markham's Historic Main Streets in a stretch limousine with a viewing of cultural venues such as the Markham Theatre, Varley Art Gallery and Markham Museum
- Photograph with Mayor and/or Martin Dubé
- Participate in the Mayor's grand procession entrance into the main ballroom
- Attend the post-show photo session with the Mayor, Martin Dubé and other performers from the evening
- Please note that as the Evening Dreamer you are most welcome to host the evening's Master of Ceremonies, Erin Davis and guest, at your table

Gold Corporate Table for ten guests includes:

- Attendance at the exclusive pre-dinner champagne reception in the executive reception area of the Hilton Suites Toronto/Markham
- Prime seating during the gourmet dinner and show
- Table photograph with the Mayor
- One complimentary "Dream Package" Draw ticket for each table guest

* Please note GST will be charged on the price of the VIP tickets

A stylized, handwritten-style logo for 'VARLEY'.

A logo for 'Markham Theatre' with the tagline 'For Performing Arts' below it. The word 'Theatre' is in a larger, bold font.





CENTRE STAGE DREAMER: \$11,000*

The whole world is a stage and the spot light will be on you and your corporation during the main stage performances. Your package will include two VIP tickets, corporate recognition and one corporate table for ten guests.

Corporate Recognition:

- Corporate name/logo on Town of Markham payroll attachment bulletin
- Sponsor recognition on the Varley Art Gallery, Markham Museum and Markham Theatre websites and a customized website presence will be designed to highlight your support and provide a link to your corporate website on the Town of Markham website
- Corporate name/logo in thank you recognition ad included in recreation guide distributed to some 75,000 homes in Markham
- Prominent Town of Markham developed recognition signage near the stage
- Profile, recognition and on stage thank you by Master of Ceremonies, Erin Davis, during the evening's dinner program
- Corporate name/logo on the table program
- Plaque presentation to your corporation during the evening
- Cross promotional opportunity to include mutually agreed upon item into dream gift bags

VIP Tickets for two guests includes:

- Attendance at the exclusive pre-dinner champagne reception in the executive reception area of the Hilton Suites Toronto/Markham
- Seating at the Mayor's table for the gourmet dinner and show
- A tour of Markham's Historic Main Streets in a stretch limousine with a viewing of cultural venues such as the Markham Theatre, Varley Art Gallery and Markham Museum
- Photograph with Mayor and/or Martin Dubé
- Participate in the Mayor's grand procession entrance into the main ballroom
- Attend the post-show photo session with the Mayor, Martin Dubé and other performers from the evening

Corporate Table for ten guests includes:

- Attendance at the pre-dinner reception at the Hilton Suites Toronto/Markham
- Preferred seating at the gourmet dinner and show
- Corporate name/logo on the table program

* Please note GST will be charged on the price of the VIP tickets



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Experience the Mayor's Dinner for the Arts



LUCKY DREAMER: \$5,000*

Showcase your belief that dreams can come true by coming on board as a presenting supporter of the Dream Package Draw. Your package will include the following Corporate Recognition elements and one Dreamer Ticket to the evening's festivities.

Corporate Recognition:

Prominent placement of corporate name/logo on all draw tickets

- Sponsor recognition on the Varley Art Gallery, Markham Museum and Markham Theatre websites and a customized website presence will be designed to highlight your support and provide a link to your corporate website on the Town of Markham website
- Corporate name/logo in thank you recognition ad included in recreation guide distributed to some 75,000 homes in Markham
- Prominent Town of Markham developed recognition signage near the Dream Package Draw station
- Recognition by Master of Ceremonies, Erin Davis, during the evening's dinner program
- Corporate spokesperson to be present on stage to assist the Mayor in selecting the winning Dream Package Draw ticket
- Corporate name/logo on the Dream Package Draw table card
- Cross promotional opportunity to include mutually agreed upon item into dream gift bags

Dreamer Ticket for one guest includes:

- Attendance at the pre-dinner reception at the Hilton Suites Toronto/Markham
- The gourmet dinner and spectacular show

* Please note GST will be charged on the price of the Dreamer ticket

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REFRESHMENT DREAMER: \$5,000*

As our main stage act takes a break during the evening's entertainment, black tie attired servers from the Hilton Suites Toronto/Markham will flood the ballroom with large silver trays filled with refreshment drinks that you can only find in dreams. This package includes the following Corporate Recognition elements and one Dreamer ticket to the event.

Corporate Recognition:

- All 500 drink coasters will feature corporate name/logo
- Sponsor recognition on the Town of Markham, Varley Art Gallery, Markham Museum and Markham Theatre websites and a customized website presence will be designed to highlight your support and provide a link to your corporate website
- Corporate name/logo in thank you recognition ad included in recreation guide distributed to some 75,000 homes in Markham
- Recognition by Master of Ceremonies, Erin Davis, during the evening's dinner program
- Corporate name/logo on the table program
- Corporate name/logo included on the Town of Markham produced venue signage
- Plaque presentation to your corporation during the evening
- Cross promotional opportunity to include mutually agreed upon item into dream gift bags

Dreamer Ticket for one guest includes:

- Attendance at the pre-dinner reception at the Hilton Suites Toronto/Markham
- The gourmet dinner and spectacular show

* Please note GST will be charged on the price of the Dreamer ticket

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YOUTH DREAMER: \$2,500*

The Mayor's Youth Task Force will be on site and in need of just the right attire. Have your logo featured on the uniform of choice for the youth volunteers that very night.

Corporate Recognition:

- Black glow in the dark crew neck pull over cotton shirts with corporate logo prominently placed on the sleeve and/or back of shirt
- Cross promotional opportunity to include mutually agreed upon item into gift bags
- Website presence that will highlight the sponsorship with a link to your corporate website

OR

YOUNG DREAMER: \$3,500*

If you would like to showcase your support to include all the youth then consider coming on board as the Young Dreamer. This package includes all the Corporate Recognition elements mentioned above plus the following elements.

Corporate Recognition:

- On stage recognition by Master of Ceremonies, Erin Davis, each time a young Markhamite performer is introduced
- Corporate name/logo on the table program
- Corporate name/logo included on the Town of Markham produced venue signage

- Corporate name/logo in thank you recognition ad included in recreation guide distributed to some 75,000 homes in Markham

Dreamer Ticket for one guest includes:

- Attendance at the pre-dinner reception at the Hilton Suites Toronto/Markham
- The gourmet dinner and spectacular show

DREAM PACKAGE CONTRIBUTOR

Every guest will have a chance to have their own dreams come true by purchasing a ticket to win the Dream Package Draw. Your corporation is invited to contribute to the draw and in return you will receive:

- Corporate name/logo on the Dream Package Draw ticket
- Corporate name/logo on the Dream Package Draw table card
- Corporate name/logo included on the Town of Markham produced venue signage
- Cross promotional opportunity to include mutually agreed upon item into gift bags
- Town of Markham website presence to highlight the contribution
- Corporate name/logo in thank you recognition ad included in recreation guide distributed to some 75,000 homes in Markham

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Mayor's Table \$1,200 per couple*

Limited to four couples

Mayor Don Cousens has worked to bring to fruition a multitude of dreams here in Markham. Join him for the evening and enjoy the following:

- Attendance at the exclusive pre-dinner champagne reception in the executive reception area of the Hilton Suites Toronto/Markham
- Seating at the Mayor's table for the gourmet dinner and show
- A tour of Markham's Historic Main Streets in a stretch limousine with a viewing of cultural venues such as the Markham Theatre, Varley Art Gallery and Markham Museum
- Photograph with Mayor and/or Martin Dubé
- Participate in the Mayor's grand procession entrance into the main ballroom
- Corporate name/logo on the table program
- Attend the post-show photo session with the Mayor, Martin Dubé and other performers from the evening

Gold Dreamer \$2,500*

Limited to five tables

Ten guests will be treated like 24kt gold and be entitled to the following:

- Attend the exclusive pre-dinner champagne reception in the executive reception area of the Hilton Suites Toronto/Markham
- Prime seating and table location in the main ballroom
- Table photo
- Recognition in the evening's program
- Honourable mention by the MC
- Corporate name/logo on the table program
- Each table will receive one complimentary ticket for a chance to win the Dream Package Draw valued at over \$5,000

* Ticket prices do not include GST

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Silver Lining Dreamer \$2,000*

Limited to twelve tables

Each table of ten guests will be the silver lining for this event and your support will entitle you to the following:

- Attendance at the pre-dinner reception at the Hilton Suites Toronto/Markham
- Prime seating at the event
- Table photo
- Corporate name/logo on the table program

Corporate Dreamer \$1,750*

Limited to fifteen tables

Gather ten associates to be your guest at the pursuing dreams dinner and enjoy the following:

- Attendance at the pre-dinner reception at the Hilton Suites Toronto/Markham
- Preferred seating for the gourmet dinner and show
- Corporate name/logo on the table program

Dreamer \$150*

Attend the event as a guest and you will be able to confirm your appreciation and admiration of the arts and culture in Markham. Each ticket includes:

- Attendance at the pre-dinner reception at the Hilton Suites Toronto/Markham
- The gourmet dinner and spectacular show

* Ticket prices do not include GST

Sponsorship Opportunities:

Other exciting sponsorship opportunities are available. Please call 905-470-3595, or Cathy Joyce, Manager of Marketing and Community Partnerships, at 905-415-7513 for more information. We look forward to welcoming you as a sponsor of the Mayor's Dinner for the Arts.

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MAYOR'S DINNER FOR THE ARTS
Ticket Line: 905-470-3595

Greeting:

- ◆ Mayor's Dinner for the Arts how can I help you?

First Question To Ask:

- ◆ Are you calling regarding sponsorship or table/ticket sales?

Sponsorship:

- ◆ There are some sponsorship opportunities still available and by speaking with Cathy Joyce or Tina Murphy they can better describe the details to you. Cathy can be reached at extension 7513 and Tina at extension 2255. Would you like me to transfer you or to take a message and I can have them call you back?

Table/Ticket Sales:

- ◆ It's going to be a spectacular evening and there are several table/ticket options available.

Mayor's Table \$1200 per couple + \$84 GST = \$1284

- ◆ Attend the exclusive pre-dinner champagne reception in the executive reception area of the Hilton Suites Toronto/Markham
- ◆ Seating at the Mayor's table for the gourmet dinner and show
- ◆ A tour of Markham's historic main streets in a stretch limousine with a viewing of cultural venues such as the Markham Theatre, Varley Art Gallery and Markham Museum
- ◆ Photograph with the Mayor and/or Martin Dube
- ◆ Participate in the Mayor's grand procession entrance into the main ballroom
- ◆ Corporate name/logo on the table program
- ◆ Attend the post-show photo session with the Mayor, Martin Dube and other performers from the evening

Gold Dreamer \$2,500 + \$175 GST = \$2,675

- ◆ Attend the exclusive pre-dinner champagne reception in the executive reception area of the Hilton Suites Toronto/Markham
- ◆ Prime seating and table location for the gourmet dinner and show
- ◆ Table photo
- ◆ Recognition during the evening's program
- ◆ Corporate name/logo on the table program
- ◆ Each table guest will receive one complimentary ticket for a chance to win the Dream Package Draw valued at over \$5,000

MAYOR'S DINNER FOR THE ARTS

Silver Lining Dreamer \$2,000 + \$140 GST = \$2,140

- ♦ Attend the pre-dinner reception
- ♦ Prime seating for the gourmet dinner and show
- ♦ Table photo
- ♦ Corporate name/logo on the table program

Corporate Dreamer \$1,750 + \$122.50 GST = \$1, 872.50

- ♦ Attend the pre-dinner reception
- ♦ Preferred seating for the gourmet dinner and show
- ♦ Corporate name/logo on the table program

Dreamer \$150 + \$10.50 GST = \$160.50

- ♦ Attend the pre-dinner reception
- ♦ Preferred seating for the gourmet dinner and show

Event Details:

- ♦ Thursday, March 30, 2006
- ♦ Hilton Suites Toronto/Markham located on the southwest corner of Highway 7 and Warden Avenue in Markham
- ♦ Complimentary parking available on site
- ♦ Dress is corporate casual – men in suits – women in dresses/pant suits
- ♦ Reception begins at 6:00 pm
- ♦ Mayor's Grand Procession at 6:45 pm
- ♦ Dinner & Entertainment at 7:00 pm
- ♦ Master of Ceremonies – Erin Davis – Host of the CHFI morning show
- ♦ Main Stage Entertainment – Martin Dube (pronounced "do-bay") – he is a singer-impressionist with over 400 voice packed into a one-man show
- ♦ Proceeds will support Markham Theatre, Varley Art Gallery & Markham Museum

Dream Package Draw:

- ♦ Guests will have a chance to make their own dreams come true by purchasing a ticket for an on-site Dream Package Draw.
- ♦ A prize package worth over \$5,000 and filled with jewellery, limousine service and a weekend away.

Caller Wants To Purchase A Table/Ticket:

- ♦ That's wonderful!
- ♦ Let me gather some information from you and we'll take it from there
- ♦ Complete the Ticket/Table Purchase Form and once completed forward to Tina Murphy, Strategic Services
- ♦ Once the form has been processed you will be receiving a receipt. Approximately one week prior to the event you will receive a confirmation package that will include details on the event and your tickets
- ♦ On behalf of Mayor Cousens, thank you so much for supporting arts and culture in Markham.