

COMMITTEE OF THE WHOLE – SEPTEMBER 29, 2009

UPDATING THE LISTING OF COUNCIL SUPPORTED FUNDRAISING EVENTS

Recommendation

The City Manager recommends that:

Council amend the Council Supported Fundraising Events policy to include the “Chairman’s Dinner for the Arts in York Region”.

Economic Impact

The cost per corporate table for the York Region Chairman’s Dinner for the Arts is \$2,500.

Contribution to Sustainability

N/A

Communication Plan

N/A

Purpose

The purpose of this report is to obtain Council’s approval to include the York Region’s Chairman’s Dinner for the Arts as a Council supported fundraising event.

Background – Analysis and Options

Council supported fundraising events are charitable events that have been recognized as being beneficial to the community as a whole. At its meeting on October 9th, 2007, Council updated the list of supported charitable events to include the Vaughan Health Care Foundation. The City purchases a corporate table for Members of Council for the Humber Regional Hospital Gala, the York Central Hospital Gala and the York Region Police Chief’s Dinner. The City also purchases corporate tables for the Vaughan Health Care Foundation Gala.

The first fundraising Chairman’s Dinner for the Arts in York Region is on October 7, 2009 and will bring the regional community together to celebrate, discover and experience the richness of the Arts in York Region in all its forms.

Community leaders, private and corporate citizens, arts organizations and artists will come together to:

- Celebrate the arts and the power of creativity in York Region;
- Acknowledge the accomplishments of the York Region artistic community and its wealth of talent;
- Revere the cultural diversity that makes York Region unique;
- Recognize the importance of arts and culture to the quality of life within York Region’s economic and social fabric.

The goal is to generate fundraising income for the Arts in York Region so that this sector can achieve its creative, economic and social potential.

One of the four (4) goals in the Vaughan Vision 2020 under Service Excellence is "Preserve Our Heritage & Support Diversity, Arts & Culture. Within this goal there is an initiative that speaks to "Increasing Support for Arts and Culture in the Community". This dinner for the arts fits into creating awareness and thereby support for the arts in Vaughan and across York Region. As noted above, this is the first dinner for the arts. Since the dinner is October 7, 2009, after the September 29, 2009 Committee of the Whole meeting, but prior to ratification by Council, staff will proceed to purchase a corporate table(s) following approval at Committee of the Whole.

Regional Implications

We are advised that other municipalities in York Region are also purchasing tables and it is appropriate for Vaughan to be represented at this Regional event, particularly given Vaughan's population and commitment to arts and culture.

Relationship to Vaughan Vision 2020

The report is consistent with the priorities previously set by Council, specifically the Goal of Preserving Our Heritage and Support Diversity, Arts and Culture.

Attachment:

Chairman's Dinner for the Arts Sponsorship Package.

Conclusion:

That the recommendations contained in this report be approved.

Report prepared by:

Clayton D. Harris
City Manager

Respectfully Submitted,

Clayton D. Harris
City Manager



City of Artists

*Wednesday,
October 7, 2009*

*Le Parc
Conference Centre
Thornhill,*

Reception 5:30 pm

Dimmer 7:00 pm

Black Tie Optional

*Chairman's
Dinner*

for the

Arts

Featuring Randy Bachman

York Region

Vision

The first fundraising Chairman's Dinner for the Arts in York Region will bring the regional community together to celebrate, discover and experience the richness of the Arts in York Region in all its forms.

Community leaders, private and corporate citizens, arts organizations and artists will come together to:

- Celebrate the arts and the power of creativity in York Region,
- Acknowledge the accomplishments of the York Region artistic community and its wealth of talent,
- Revere the cultural diversity that makes York Region unique,
- Recognize the importance of arts and culture to the quality of life within York Region's economic and social fabric.

Goal

To generate fundraising income for the Arts in York Region so that this sector can achieve its creative, economic and social potential.

PRESENTING SPONSOR • \$50,000

City of Artists

Premier Benefits

- Corporate logo recognition as the sponsor of the "City of Artists"
- Corporate logo displayed in lights at the front entrance of Le Parc Conference Centre
- Public acknowledgement
- Two corporate tables of 10 in a prominent location
- Acknowledgement on the York Region Arts Council web site including hyperlink to your web site
- Company featured in the acknowledgement video presented at the gala
- One page, full colour ad in the evening dinner book (*back cover*)
- Private reception with performers

Corporate Benefits

Corporate logo featured:

- On the front cover of the evening dinner book
- On all signage at the gala
- In multimedia displayed throughout the evening
- On the sponsor recognition page of the evening dinner book
- In the visual presentation
- In all pre and post-gala advertising

Corporate name featured:

- On the table sign

York Region

SPONSOR • \$25,000

(2 AVAILABLE)

Entertainment

Premier Benefits

- Corporate logo recognition as the sponsor of the "Entertainment"
- One corporate table of 10 in a prominent location
- Acknowledgement on the York Region Arts Council web site
- Company featured in the acknowledgement video presented at the gala
- One page, full colour ad in the evening dinner book (*inside front cover*)
- Private reception with performers

Corporate Benefits

Corporate logo featured:

- On all signage at the gala
- In multimedia displayed throughout the evening
- On the sponsor recognition page of the evening dinner book
- In the visual presentation
- In all pre and post-gala advertising

Corporate name featured:

- On the table sign

York Region

SPONSOR • \$25,000

Concert Hall

Premier Benefits

- Corporate logo recognition as the sponsor of the "Concert Hall"
- One corporate table of 10 in a prominent location
- Acknowledgement on the York Region Arts Council web site
- Company featured in the acknowledgement video presented at the gala
- One page, full colour ad in the evening dinner book (*inside back cover*)
- Private reception with performers

Corporate Benefits

Corporate logo featured:

- On all signage at the gala
- In multimedia displayed throughout the evening
- On the sponsor recognition page of the evening dinner book
- In the visual presentation
- In all pre and post-gala advertising

Corporate name featured:

- On the table sign

York Region

SPONSOR • \$25,000

Galleria

Premier Benefits

- Corporate logo recognition as the sponsor of the "Galleria"
- One corporate table of 10 in a prominent location
- Acknowledgement on the York Region Arts Council web site
- Company featured in the acknowledgement video presented at the gala
- One page, full colour ad in the evening dinner book
(inside front cover)
- Private reception with performers

Corporate Benefits

Corporate logo featured:

- On all signage at the gala
- In multimedia displayed throughout the evening
- On the sponsor recognition page of the evening dinner book
- In the visual presentation
- In all pre and post-gala advertising

Corporate name featured:

- On the table sign

York Region

SPONSOR • \$5,000

Masters

Premier Benefits

- One corporate table of 10 in preferred seating at the Master's tables
- One quarter page, full colour ad in the evening dinner book

Corporate Benefits

Corporate logo featured:

- In the visual presentation

Corporate name featured:

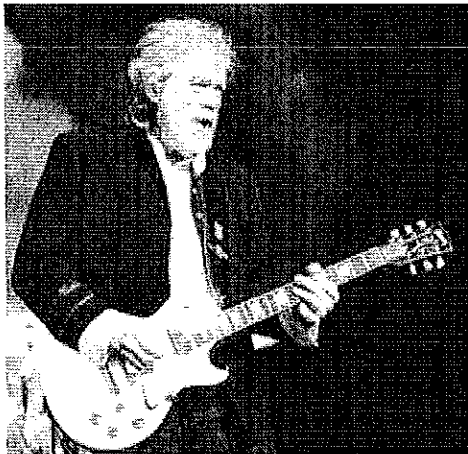
- On the table sign
- On the sponsor recognition page of the evening dinner book
- On the York Region Arts Council web site
- In all pre and post-gala advertising
(subject to production schedule)

CITY OF ARTISTS OFFICIAL PROGRAM

Advertising

Full page process colour	\$1000
Half page process colour	\$500
Quarter page process colour	\$250

York Region



Randy Bachman

Born in Winnipeg, Randy Bachman has become a legendary figure in the rock and roll world through his talents as a guitarist, songwriter, performer and producer. He has earned over 120 gold and platinum album/singles awards around the world for performing and producing. His song writing has garnered him the coveted #1 spot on radio play lists in over 20 countries and he has amassed over 40 million records sold. His songs have been recorded by numerous other artists and placed in dozens of television, movie and commercial soundtracks. His music has provided a veritable soundtrack of the last thirty years of popular music.

He first scored Billboard radio chart success with his band The Guess Who in 1965 performing the song, Shakin' All Over. After this initial success it would be another few years before the glare of the spotlight would be cast upon these young Canadian boys again. Sticking it out through some misadventures paid off for the band and they worked their way back up to the top of the charts in a spectacular way. This time, The Guess Who went on to virtually own the pop charts with an unprecedented run of 5 million-selling singles, all the product of the gold plated Randy Bachman-Burton Cummings song writing team. By 1970, The Guess Who had sold more records than the entire Canadian recording industry to that point, even outselling the Beatles that year. Their hits included These Eyes, Laughing, Undun, No Time, No Sugar Tonight and American Woman. Unbelievably, Randy's success with Bachman-Turner

Overdrive would eclipse his earlier triumphs and give him yet a third run at the pop music charts. Monstrous hits for the band included, Let it Ride, Roll on Down the Highway, Takin' Care of Business and You Ain't Seen Nothin' Yet which reached #1 in over 20 countries. Randy's career has been built upon his unstoppable drive to work at creating music. He has released numerous solo albums throughout his career, and has simultaneously worked at producing for other artists. His production/writing work with Canadian rock band Trooper generated gold and platinum records in the 1970's.

His love of guitar music and a desire to support some unsung and legendary guitar greats including his early mentor Lenny Breau, led him to found the jazz guitar record label Guitarchives Music, which rescues and releases otherwise lost archival guitar music. As well he founded Ranbach Music, a label which releases archival Guess Who recordings, and other material which never made it to CD.

Most recently, Randy, among 75 individuals, will receive Canada's highest civilian honour for lifetime achievement, the Order of Canada. Noted for his contributions as an iconic Canadian rock musician and for his support of emerging Canadian artists as a producer, Randy received the Order of Manitoba in 2005.

He has played an integral role in the evolution and growth of the Canadian Music industry and continues to serve as both an inspiration and impetus for others to succeed.

Donations

Company Name: _____

Address: _____

Phone Number: _____ Email: _____

SPONSORSHIP LEVELS

- Presenting Sponsor - \$50,000 - SOLD Concert Hall - \$25,000 Galleria - \$25,000
- Entertainment (2) \$25,000 - SOLD Masters \$5,000 Table of 10 \$2,500 Individual Tickets \$250 x _____
- Program Full page \$1000 Half page \$500 Quarter page \$250
- Unable to attend but would like to make a donation: \$ _____

PAYMENT OPTIONS

Please charge my credit card Visa Mastercard American Express

Card number: _____ Expiry: ____/____

Name on Card: _____ Signature of Card Holder: _____

OR

Please make cheque payable to: Chairman's Dinner for the Arts 2009

Mail to: Mrs. Lina Bigioni
Office of the Regional Chairman
Regional Municipality of York
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Newmarket, Ontario, L3Y 6Z1

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