THE CORPORATION OF THE CITY OF ST. THOMAS A G E N D A THE TENTH MEETING OF THE SPECIAL EVENTS COMMITTEE

COMMITTEE ROOM 204		
CITY HALL	<u>3:00 P.M.</u>	December 2, 2015

MINUTES

Confirmation of the minutes of the meetings held on November 4, 2015.

PETITIONS AND COMMUNICATIONS

Permit Applications

<u>Arthur Voaden Secondary School – Voaden Leads Change! Kindness... Run With It! – April 30, 2016 Page 2-6</u>

St. Thomas-Elgin General Hospital Foundation – 2016 World Tubing Championships – February 12-13, 2016 Page 7-25

UNFINISHED BUSINESS

<u>Festivals and Events Manual and Application – Proposed Changes</u> Provided as Separate Attachments

Final draft of manual and application to be reviewed.

Permit Applications

NEW BUSINESS

NEXT MEETING

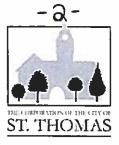
To be determined.

ADJOURNMENT

City of St. Thomas Received

NOV 2 4 2015

City Clerks Dept.



Special Events Committee

c/o CAO/Clerk's Dept, 545 Talbot St., St. Thomas, ON N5P 3V7 Phone: (519) 631-1680 Ext. 4007

Fax: (519) 633-9019

SPECIAL EVENT PERMIT APPLICATION

THIS FORM TO BE FILLED IN AND RETURNED TO THE CAO/CLERK'S DEPARTMENT APPLICATIONS MUST BE SUBMITTED A MINIMUM OF TWELVE (12) WEEKS PRIOR TO THE EVENT

Please refer to the City of St. Thomas Special Events Manual. Determine what steps need to be taken for your specific event and adhere to all the rules indicated by the manual and the services which will be involved. Early and thorough preparation when approaching the Special Events Committee and other required services will help ensure a well planned and well run event.

The Organization must meet the requirements of the Special Events Manual.

Event Name:	Vonden Leads Change Kindness Kun With It
Date(s):	Apr. 30/2016 Start Time: 8:30am End Time: 12:00 pm
Location(s):	41 Flora St - St Thomas - ON
Organizing Group	: Committee - Arthur Voiden SS + group of individuals
Contact Name:	Wendy Dermo
Address:	555 Talbot St
Town/City:	St. Thomas Postal Code: NSP IC5
Phone Number:	519-633-360 Cell Phone Number:
Fax Number:	519-637-5347 Email Address: Wendy devmon cooperators, ca
Expected Attenda	nce: <u>350</u>
Location and num	ber of washrooms in place: inside Arthur Voaden Secondary School
Will food of any ki	nd be available at this Event? Yes X No
If Yes, you must o	complete the Special Events Notification Form available at Elgin St Thomas
Public Health.	
Will there be a Pe	tting Zoo or Animals at this Event?
If Yes, please con	tact Elgin St. Thomas Public Health for health requirements.
If the type of anim	al is not permitted under the Animal Control By-law, please contact City
Animal Services f	or an application for the Temporary Exemption to the Animal Control By-law.
Will there be an ir	ndoor/tent covered area used for public assembly as part of the event?
Yes 🗷 No 🗆 If yes	, please contact Elgin St. Thomas Public Health for Smoke Free Ontario Act
and pertinent loca	al by-law requirements.

Yes □ No □ N/A 🛚 If yes, Permit #
Will Alcohol be consumed at this Event? If Yes, you must review and meet the requirements of the City's Alcohol Policy available through the Parks and Recreation Department. Yes □ No ▼ If Yes, you must review and meet the requirements of the City's Alcohol Policy available through the Parks and Recreation Department.
Will you be requesting your event to be deemed a Municipally Significant Event? Yes No
If Yes, you must obtain Council approval by submitting a letter to the CAO/Clerk's Department.
Are you anticipating any road closures/traffic flow changes? Yes No No
NOTE: A Right of Way Occupancy Permit and Council approval will be required for all road
closures.
If yes, describe the road closure requirement (Use a separate sheet if required).
If the event is a Parade/Run/Walk/Pass through Sporting Event: Route Details (Use a separate sheet if required) See attached rate example - this will be an out thack run - will not cross Talant St - will have 2 volunteers at each turn on voute an Police officers will be an voute (as per their recommendation of # used) Number of Event Personnel: Number of Bands in the Event: Number of Vehicles: Number and Size of Tents: Event Details (List all activities. Use a separate sheet if required) 2k, 5k, or vok walk/Run - Prizes for fastest 5k + 10k run times. Participants will meet of Arthur Vagen to register + start race, and will meet back there after was walk/run to hand out prizes.
Do you require Municipal Support: Labour: Yes □ No ☒ Site Meeting: Yes □ No ☒ Water: Yes □ No ☒ Barricades: Yes □ No ☒ Traffic Control: Yes □ No ☒ Hydro: Yes □ No ☒ No Parking Signs: Yes □ No ☒ Detour Signing: Yes □ No ☒ Portable Hydro Panel Yes □ No ☒ Other:
Has the St. Thomas Fire Department been contacted? Yes ☒ No ☐ N/A ☐
Has the St. Thomas Police Service been contacted? Yes ※ No □ N/A □
Has Emergency Medical Services been contacted? Yes ✗ No □ N/A □
Has the Elgin-St. Thomas Public Health been contacted? Yes ⋈ No □ N/A □
Has the Parks and Recreation Department been contacted? Yes □ No □ N/A If yes, have you rented a pavilion/facility and signed a permit? Please state location of rental.

Have you obtained an Electrical Safety Authority permit (if really see, Permit #	equired)? Yes □ No □ N/A 🛚
Have you obtained a Fire Hydrant connection permit (if requal for the second sec	ired)? Yes □ No □ N/A 🖟
Have you obtained a Right of Way occupancy permit (if required lifyes, Permit #	uired)? Yes □ No □ N/A 💢
Have you submitted a location or site map with the application	on? Yes 丞 No □ N/A □
Has a privately licensed security firm been contacted/retained of the security	
Have you considered providing First Aid? If yes, how do you intend on providing that service?	Yes No N/A
Have you considered provisions for accessibility? i.e. parking Describe: outdoox event, level ground ma	g, washrooms Yes & No a in floor accessibility
Volunteers: Will you have volunteers trained in traffic control? If yes, how many? Other types of volunteers and number: 20 people (2 people on bkes maniforing voute (reflective vests), 14 people vegistication) (Signature of Individual completing this application)	- turn) on the vante, 6 people
Contacts: Alcohol and Gaming Commission of Ontario CAO/Clerk's Dept – Municipally Significant Event Elgin-St. Thomas Public Health – Healthy Environments Team Emergency Medical Services Environmental Services – Roads & Transportation Environmental Services – Building Division Environmental Services – Property Services Environmental Services – Waste Management Fire Department – Fire Prevention Officer Police Services Parks & Recreation Services St. Thomas Tourism Treasury Department - Insurance	(416) 326-8700 631-1680 Ext. 4007 631-9900 637-3098 Ext. 30 631-0368 Ext. 5130 631-1680 Ext. 4168 631-1680 Ext. 4180 631-1680 Ext. 4258 631-0210 631-1224 Ext. 141 633-7112 631-1680 ext. 4132 631-1680 Ext. 4105
OFFICE USE ONLY Application Received: Special Events Committee Approval:	



Special Events Notification Form

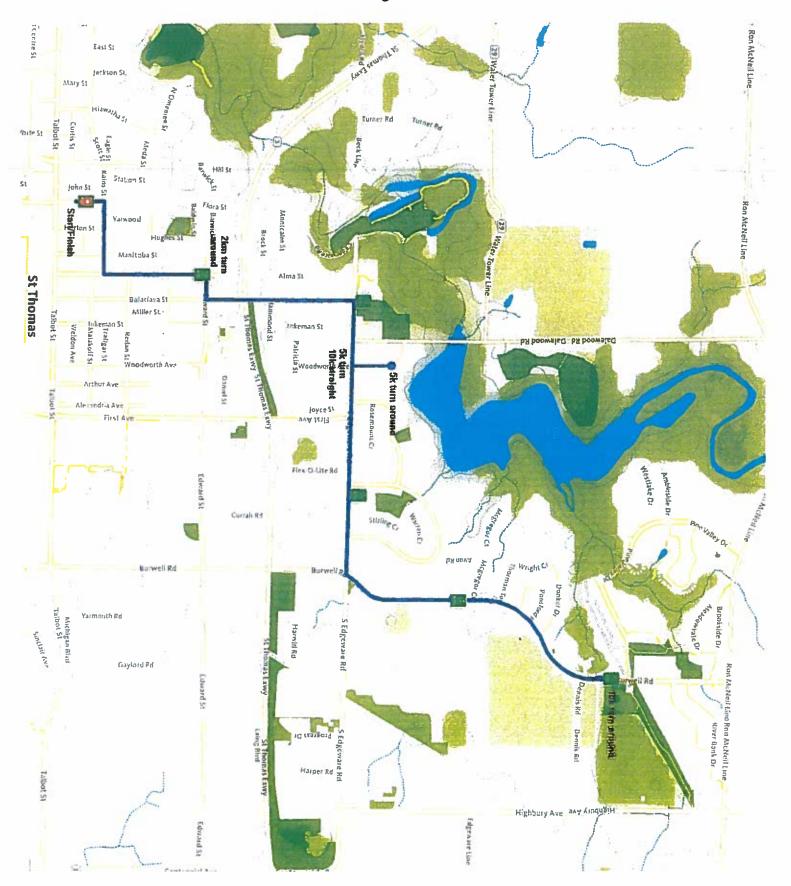
99 Edward Street St. Thomas, ON NSP 1Y8 Phone: (519) 631-9900 1-800-922-0096 Fax: (519) 633-0468 www.elginhealth.on.ca

Note: Regardless of Exemptions under the Food Premise Regulations, every person who intends to <u>sell food to the public</u> (e.g., BBQ fundralser, church supper, etc.) must notify the Health Unit in accordance with Section 16(2) of the Health Protection & Promotion Act. Please complete and submit this form <u>at least two weeks prior</u> to the event date to Public Health. Retain a copy of this form for your records; you will <u>NOT</u> be mailed/faxed a copy. IF THERE ARE CONCERNS, THE PUBLIC HEALTH INSPECTOR WILL CALL THE PERSONS RESPONSIBLE TO CLARIEY.

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The Personal Information on this Special Events Notification Form is collected under the authority of the *Health Protection and Promotion Act* and applicable privacy legislation. This information will be used for delivery of public health programs and services and may be used for evaluation or statistical/research purposes. Any questions about the collection of this information should be directed to: ESTPH Privacy Officer, 99 Edward Street, St. Thomas, ON NSP 1Y8; (519) 631-9900: Fax: (519) 631-3745: E-mail: estph@elginhealth.on.ca





- 7-

City of St. Thomas

NOV 2 5 2015

City Clerks Dept.



Wednesday, November 25th, 2015

RE: 2016 World Tubing Championships

Special Events Committee -

I would like to thank you in advance for the time and consideration that you have shown the St. Thomas Elgin General Hospital Foundation's application to host the 2016 World Tubing Championships at Waterworks Park.

This one-of-a-kind event, a winter carnival with an epic, no skills necessary tubing competition as its flagship event, will raise important funds to keep our community's most vulnerable newborns safe and as close to home as possible.

Honorably Chaired by Joe Thornton and Presented by Impressions Printing, the World Tubing Championships will have all the trappings of a professional sporting event, but with no discernible skill required.

100 teams of four, each raising \$1,000, will race nearly 300 metres in pursuit of winter-sporting glory and the prestigious title of World Tubing Champion. This event won't just keep babies safe, it will put our community on the map. The event is free for spectators and open to every age. Participants in the tubing competition must be at least 10 years of age.

Already, more than two dozen local organizations – see list below – have stepped up to support this event. Importantly, because of the seasonal nature of our activity, one purpose of this letter is to ask your Committee to consider some early works projects that weather permitting, we hope to take place next Thursday, December 3rd, 2015, and Friday, December 4th, 2015.

In short, and this has already been discussed with the Director of Parks and Recreation, we would like to:

- Remove superfluous fencing.
- Move existing mulch to create the primary curve in the event.
- Add fill to create a more natural slope on the exit of run into the bowl of the park.
- Remove two trees one for safety, the other for access. We will replace these in a mutually agreeable way.
- Remove rocks and other debris for safety.







As you will learn from the group of partners we've pulled together, the Foundation has the tools, expertise, and community leadership to get this done properly, on time, and in the spirit of what is best for our community.

Our first year event includes an Opening Ceremonies crafted by the Elgin Theatre Guild with fireworks sponsored by Railway City Tourism. It includes a bonfire offering free s'mores (or by donation) from the Railway City Rotary, to make sure everyone in this community, even if they're not competing, can participate in this free event.

Indeed, the 2016 World Tubing Championships will include sleigh and/or wagon rides, ice carving, live entertainment, and be a festival that celebrates rather than condemns winter sports, in a family-friendly, iconic Canadian-setting... all the while raising money to keep babies safe.

Moreover, our partnership will build towards an even greater event to celebrate Canada's 150th Birthday in 2017! The City of St. Thomas is ready for this event, the Foundation is, and we're hopeful you are too!

I will be at the Special Events Committee meeting next week and am happy to answer any questions you may have at that time in person.

All the Best

Paul Jenkins

Executive Director

St. Thomas Elgin General Hospital Foundation

Its**OUR**Hospital.ca

TheWorlds.ca







2016 World Tubing Championships Partners

Impressions Printing Advanced Motorsports Callon Dietz Coad Heating & Plumbing Columbia Sportswear Diply.com Easy 101 Fanshawe College Fertility Ontario Geerlinks Home Hardware H. Broer Equipment & Sales Jack 102.3 Joe Thornton JWA Group Koolen Electric Midtown Tavern myFM 94.1 Railway City Tourism Simply Pure Water St. Thomas RENT ALL Steelway Building Systems Streib Trucking Talesy Contracting Vesta Parenting Centre Weaver Fishing Wildflowers Farms



Special Events Committee

c/o CAO/Clerk's Dept, 545 Talbot St., St. Thomas, ON N5P 3v7 Phone: (519) 631-1680 Ext. 4007

F: 519 633-9019

SPECIAL EVENT PERMIT APPLICATION THIS FORM TO BE FILLED IN AND RETURNED TO THE CAO/CLERK'S DEPARTMENT APPLICATIONS MUST BE SUBMITTED A MINIMUMOF TWELVE (12) WEEKS PRIOR TO THE EVENT

Please refer to the City of St. Thomas Special Events Manual. Determine what steps need to be taken for your specific event and adhere to all the rules indicated by the manual and the services which will be involved. Early and thorough preparation when approaching the Special Events Committee and other required services will help ensure a well-planned and well run event.

The Organization must meet the requirements of the Special Events Manual.

Event Name: 2016 World Tubing Championships (www.TheWorlds.ca)

Date(s): Friday, February 12th, 2016, from 2 p.m. until 10 p.m., and Saturday, February 13th, 2016, from 8 a.m. until 8 p.m. (Family Day Weekend)

Location(s): Waterworks Park

Organizing Group: St. Thomas Elgin General Hospital Foundation

Contact Name: Paul Jenkins, Executive Director

Address: 189 Elm Street, St. Thomas, Ontario, N5R 5C4

Phone Numbers: 519.631.2030 x2247 or 519.200.1232

Email Address: pjenkins@stegh.on.ca or foundation@stegh.on.ca

Expected Attendance: 2,000 day one; 5,000 day two

Location and number of washrooms in place: TBD & 50 (including at least 5 fully accessible washrooms and two hand washing stations.

Will food of any kind be available at this Event? Yes

If Yes, you must complete the Special Events Notification Form available at Elgin St Thomas Public Health. IN PROGRESS

Will there be a Petting Zoo or Animals at this Event? Yes

If Yes, please contact Elgin St. Thomas Public Health for health requirements. COMPLETE

Will there be an indoor/tent covered area used for public assembly as part of the event? Yes.

If yes, please contact Elgin St. Thomas Public Health for Smoke Free Ontario Act and pertinent local by-law requirements.

Have you obtained a Building Permit for tents larger than 60m2 cumulatively (if required)?

N/A

Will Alcohol be consumed at this Event? Yes

If Yes, you must review and meet the requirements of the City's Alcohol Policy available through the Parks and Recreation Department.

Will you be requesting your event to be deemed a Municipally Significant Event? Yes

If Yes, you must obtain Council approval by submitting a letter to the CAO/Clerk's Department.

Are you anticipating any road closures/traffic flow changes? Yes

NOTE: A Right of Way Occupancy Permit and Council approval will be required for all road closures.

If yes, describe the road closure requirement (Use a separate sheet if required).

We will restrict access to Waterworks Park to emergency professionals, transportation team leads, as well as other volunteers/sponsors. Public access by car will not be allowed.

Number of Event Personnel: ~100

Number of Bands in the Event: Currently one.

Number of Vehicles: TBD

Number and Size of Tents: 20 10x10 pop ups with sidewalls.

Event Details (List all activities. Use a separate sheet if required)

Sleigh/Wagon Rides
Tubing
Bonfire with s'mores
Ice Carving
Live Entertainment
Fireworks

Do you require Municipal Support?

Labour: Yes – but only specific to Waterworks Park. Support in moving some picnic tables, for example.

Site Meeting: Yes – in fact, we have regularly been meeting with the Director of Parks and Recreation to keep them up to speed on all aspects of this event.

Water: Yes

Barricades: Yes

Traffic Control: Yes

Hydro: No. We will provide our own energy source. H. Broer Equipment and Services is donating their generators for this event. These are the same used at the Relay for Life.

Parking Signs: We are happy to respond to this question, but do not fully understand the request.

Detour Signing: See above.

Portable Hydro Panel: No.

Has the St. Thomas Fire Department been contacted? Yes.

Has the St. Thomas Police Service been contacted? Yes.

Has Emergency Medical Services been contacted? Yes.

Has the Elgin—St. Thomas Public Health been contacted? Yes.

Has the Parks and Recreation Department been contacted? Yes.

If yes, have you rented a pavilion/facility and signed a permit? Please state location of rental. No. But we will. We'd like to rent both pavilions, but currently only plan on using the north one.

Have you obtained an Electrical Safety Authority permit (if required)? Not yet, but Koolen Electric is the 2016 World Tubing Championship electrician of record.

If yes, Permit #

Have you obtained a Fire Hydrant connection permit (if required)? Not yet.

If yes, Permit #

Have you obtained a Right of Way occupancy permit (if required)? N/A

If yes, Permit #

Have you submitted a location or site map with the application? YES. We've included a topographical map of the actual tubing competition track, as well as a general sitemap of the proposed area. You'll note the covering letter too, which makes several specific and time-sensitive requests regarding lease-hold improvements to Waterworks Park we would like to make in December.

Has a privately licensed security firm been contacted/retained? NO, but we will likely work with either the St. Thomas Police Department (multiple officers are either participating, helping in the planning of the event, or both). Otherwise, we will likely work with Lyndon Security.

Have you considered providing First Aid? YES

St. John's Ambulance. This is secured. We will also likely have a ski patrol, and event sponsor Advanced Motorsports will provide either snowmobiles or

ATVs to be able to move above the event location. We also anticipate EMS entering a team.

Have you considered provisions for accessibility? YES

Describe: Fully accessible toilets will be available. Transportation will be offered to and from the event location.

Volunteers: Various civic organizations.

Will you have volunteers trained in traffic control? If required, yes.

If yes, how many? Determined by best practices.

Other types of volunteers and number:

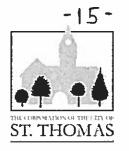
200. Each element of the event will be "owned" by a specific volunteer. The overall co-ordination of the event is being undertaken by the Foundation.

Paul Jenkins, Executive Director of the St. Thomas Elgin General Hospital Foundation

Date of application: Wednesday, November 25th, 2015

- Contacts: Alcohol and Gaming Commission of Ontario (416) 326-8700
- CAO/Clerk's Dept Municipally Significant Event 631-1680 Ext. 4007
- Elgin-St. Thomas Public Health Healthy Environments Team 631-9900
- Emergency Medical Services 637-3098 Ext. 30 Environmental Services
- Roads & Transportation 631-0368 Ext. 5130 Environmental Services
- Building Division 631-1680 Ext. 4168 Environmental Services
- Property Services 631-1680 Ext. 4180 Environmental Services
- Waste Management 631-1680 Ext. 4258
- Fire Prevention Officer 631-0210
- Police Services 631-1224 Ext. 141
- Parks & Recreation Services 633-7112
- St. Thomas Tourism 631-1680 ext. 4132
- Treasury Department Insurance 631-1680 Ext. 4105

Signatures only.



Special Events Committee

c/o CAO/Clerk's Dept, 545 Talbot St., St. Thomas, ON N5P 3V7 Phone: (519) 631-1680 Ext. 4007

Fax: (519) 633-9019

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The Organization must meet the requirements of the Special Events Manual.

Event Name:	
Date(s):	Start Time: End Time:
Location(s):	
Organizing Group:	
Contact Name:	
Address:	
Town/City:	Postal Code:
Phone Number:	Cell Phone Number:
Fax Number:	Email Address:
Expected Attendan	ce:
Location and numb	er of washrooms in place:
Will food of any kin	be available at this Event? Yes 🗓 No 🗆
If Yes, you must co	mplete the Special Events Notification Form available at Elgin St Thomas
Public Health.	
Will there be a Pett	ng Zoo or Animals at this Event? Yes 🗆 No 🗆
If Yes, please conta	ct Elgin St. Thomas Public Health for health requirements.
If the type of anima	is not permitted under the Animal Control By-law, please contact City
Animal Services for	an application for the Temporary Exemption to the Animal Control By-law.
Will there be an inc	oor/tent covered area used for public assembly as part of the event?
Yes 🗆 No 🗆 If yes,	please contact Elgin St. Thomas Public Health for Smoke Free Ontario Act
and pertinent local	by-law requirements.

-16-Have you obtained a Building Permit for tents larger than 60m² cumulatively (if required)? Yes □ No □ N/A □ If yes, Permit # Will Alcohol be consumed at this Event? Yes 🗆 No 🗆 If Yes, you must review and meet the requirements of the City's Alcohol Policy available through the Parks and Recreation Department. Will you be requesting your event to be deemed a Municipally Significant Event? Yes

No

No If Yes, you must obtain Council approval by submitting a letter to the CAO/Clerk's Department. Are you anticipating any road closures/traffic flow changes?

Yes

No

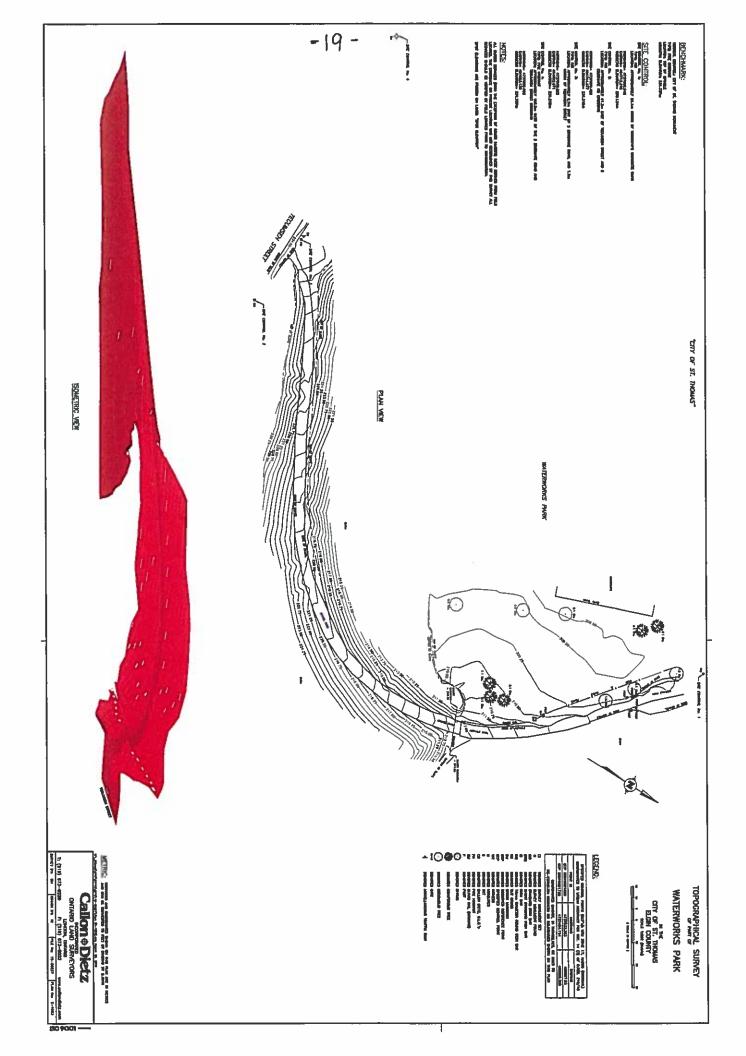
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No
N/A Has Emergency Medical Services been contacted? Yes 🗆 No 🗆 N/A 🗎 Has the Elgin-St. Thomas Public Health been contacted? Yes
No NA

If yes, have you rented a pavilion/facility and signed a permit? Please state location of rental.

Yes 🗆 No 🗆 N/A 🗔

Has the Parks and Recreation Department been contacted?

Have you obtained an Electrical Safety Authority permit (if really less, Permit #	Yes No N/A	
Have you obtained a Fire Hydrant connection permit (if requ If yes, Permit #	Yes 🗆 No 🗆 N/A 🗆	
Have you obtained a Right of Way occupancy permit (if requalifyes, Permit #	iired)?	Yes 🗆 No 🗆 N/A 🗈
Have you submitted a location or site map with the application	on?	Yes □ No □ N/A □
Has a privately licensed security firm been contacted/retained of yes, what company and how many security officers will be		Yes 🗆 No 🗆 N/A 🗆
Have you considered providing First Aid? If yes, how do you intend on providing that service?		Yes 🗆 No 🗈 N/A 🗆
Have you considered provisions for accessibility? i.e. parking Describe:	g, washrooms	Yes 🛘 No 🗎
Volunteers: Will you have volunteers trained in traffic control? Yes If yes, how many? Other types of volunteers and number:		
(Signature of Individual completing this application)		25 NOV (5 Date of application
 Alcohol and Gaming Commission of Ontario CAO/Clerk's Dept – Municipally Significant Event Elgin-St. Thomas Public Health – Healthy Environments Team Emergency Medical Services Environmental Services – Roads & Transportation Environmental Services – Building Division Environmental Services – Property Services Environmental Services – Waste Management Fire Department – Fire Prevention Officer Police Services Parks & Recreation Services St. Thomas Tourism Treasury Department - Insurance 	(416) 326-87 631-1680 Ext 631-9900 637-3098 Ext 631-0368 Ext 631-1680 Ext 631-1680 Ext 631-0210 631-1224 Ext 633-7112 631-1680 ext 631-1680 Ext	t. 4007 t. 30 t. 5130 t. 4168 t. 4180 t. 4258 t. 141
OFFICE USE ONLY Application Received: Special Events Committee Approval:		<u> </u>



Ken, Ashleigh, & Carole -

McAdams, Joe Thornton, and perch tacos, to name just three. great things get their start in Elgin County! Rachel

Milky Way. But wait, Championships, the foremost tubing competition this side of the host to the first-ever, no skills necessary, World Tubing there's more! Next winter, our community is set to play

pays off, our hometown Hollywood star will somehow be involved! already arranged for perch tacos In fact, Joe Thornton is serving as the Honorary Chair, we've to be onsite, and if my tenacity

on Earth, Diply.com, our latest event partner. century, this also includes incubating the fastest growing website Indeed, we're up to big things in Elgin County, and in the $21^{\rm st}$

90 We invite Columbia Sportswear to get in on the ground floor of the next great fundraising event!

healthy and as close to home as possible. Special Care Nursery, Championships will be used for-profit entities, every dollar raised at the World Tubing While almost all events of this scale, calibre, and potential, keeping our community's most fragile patients to renovate OUR award-winning Hospital's

Paul Jenkins Executive Director





Our logos already look great together! Columbia has been outfitting Canadians since 1938, and in 2016

we want them to be the participants, volunteers, and spectators of the World Tubing Championships!



2016 Allorid Stubing Championships
SATURONY, FEBRUARY 13"- 2816 IN ST. THOMAS, ONTARIO
WINTER CARNIVAL BY DAY'S COMPETITION TUBING BY HIGHT.
GET STARTED AT TAKEONE GOURTEAM.CA

The only thing missing is

EVENT 101

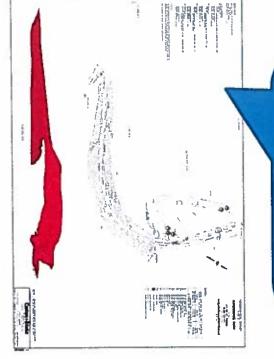
tubing competition as its flagship event family oriented winter carnival with an epic The 2016 World Tubing Championships

winter sporting glory, as well as to support newborns the health of our community's most vulnerable the woods of Water Works Park in pursuit of hundred teams of four will race through

event, but with no discernible skill required all the trappings of a professional sporting 2016 World Tubing Championships will have

Already, more than 30 teams are registered Sportswear activation! of Canadiana, community, and Columbia our inaugural event, a Family Day extravaganza

A Jumbo-sized thanks to Callon-Dietz for surveying our natural luge course. Nearly a half kilometre long and descending more than 20 metres into the majestic Kettle Creek Valley, our run offers thrilling fun for just about every age and ability!







\$1,000 to participate - 100% of which is eligible for a charitable tax receipt. Each of the 100 teams will raise at least



The spend time together year old parents with young children looking for a meaningful made for sponsor event. spectators flagship tenant for the 2016 World Tubing Championships... an event emotionally impactful they will have the chance Spectators won't just enjoy exercise and entertainment, however, World Tubing to converge on Elgin County for this one-of-a-kind activation and story-telling on Family Day. setting. Championships to engage with local and national Columbia Sportswear is invited L S We anticipate more than 5,000 targeted in 2016 towards and 30, beyond! brands 40 way sporting to and be the tallor





OUR PURPOSE

Family Day is a Championships event experience, but to take Columbia Sportswear doesn't just have the ownership of Ontario's newest holiday! opportunity to curate the World Tubing philanthropic/corporate engagement the event calendar and ripe for relatively untapped time

CUSTOM ACTIVATION OPPORTUNITIES ON DEMAND

Columbia Sportswear inclusion in a comprehensive Ad-Buy (print, broadcast, digital, & out-of-home/in-Hospital) starting in October.

C6

Comprehensive Earned Media Campaign starting in September. myFM 94.1, and Easy 101 are already event partners.

Columbia Pop-Up Store location TBD

Columbia brand integration into event logo. It becomes the 2016 Columbia World Tubing Championships.

Columbia Cabin - a fully branded, heated pavilion where Columbia can put their product in the hands of participants, volunteers, and spectators alike.

Columbia Sportswear logo on tubes, media background, as well as all event signage and marketing material.

Columbia Sportswear's London store as the kit pick up location.

Leverage Joe Thornton's support and get him to put a toque on his golden mullet!

Online activation of Columbia Sportswear's support to 2,000 Facebook fans, 850 Hospital employees, and more than 5,000 donors.

Team Columbia. Complete 360 degrees of sponsorship by entering a Team Columbia in the event.

2.2 million monthly impressions in St. Thomas/London through Diply.com

Activate in advance by sponsoring a torch run from Vienna, to Copenhagen, to London, and symbolically light the World Tubing Championships bonfire!

THE ASK

OUR Hostital	\$25 gift cards - fundraising incentive item. (500)	Mittens - fundraising incentive item. (500)	Toques - fundraising incentive item. (500)	PARTICIPANTS
	Jackets - volunteer incentive item. (200)	Mittens - volunteer incentive item. (200)	Toques - volunteer incentive item. (200)	VOLUNTEERS
	Custom activation opportunity.	Mittens for sale with portion returning to charity.	Toques for sale with portion returning to charity.	SPECTATORS
	Activation on Columbia's Facebook page and through digital marketing.	Torch Run or Opening Ceremonies sponsor!	2016 World Tubing Championship sign on Columbia rooftop off of 401.	ODDITIES



We want to take you on a picnito Water Works Park and answer any questions you may have!

Let us know a date that works for you and we'll bring lunch.



-26-





Visit TakeONE4OURTeam.ca to learn more.