

**From:** CHBA-CO [mailto:info@chbaco.com]  
**Sent:** August 27, 2009 12:04 PM  
**To:** Jan Johnston  
**Cc:** Mo Bayat; Jim Paterson; Ron Dickinson; Ron Mattiussi  
**Subject:** Tommie 2009 Sponsorship

*Dear City of Kelowna,*

*I trust your summer has been going well. Jim I am approaching the City of Kelowna for sponsorship involvement in the 2009 Tommie Awards. I think it is a great way to support the industry that is such a large part of our city. If you have any questions please call me. Thank you in advance for your consideration*

*The Thompson Okanagan Housing Awards or TOMMIE™ Awards is celebrating our 18th year of recognizing excellence in the many facets of the home building industry. With each passing year, our association membership grows and alongside that, our Tommie Awards as the most prized and valuable symbols of industry excellence. The Canadian Home Builders' Association of the Central Okanagan [CHBA-CO] is delighted with the success of last year's Tommie campaign and we are poised to build on that momentum for 2009. We turn to you now – our corporate friends and partners in the broad ranging home building industry – for your support.*

*Tommie sponsorship is now a full year-long campaign, which we have restructured to maximize your exposure and recognition as a sponsor. It both begins and ends with the annual Tommie Launch and First Call for Entries. At that event, in May, the previous year's sponsors are recognized once more and the drive for the current year's campaign begins. The program continues through the receipt and judging of entries and is next celebrated in November with Silver Night – a casually elegant, semi-formal evening at which time the finalists in each category are announced and the race for Tommie gold accelerates. This culminates on January 30, 2010, with the formal Gold Gala and Awards Ceremony when we will once again receive hundreds of industry notables and proclaim the 2009 Tommie standards of excellence to all.*

*We want you to be a part of this year long celebration. Please review this sponsorship packages attached and we hope you can choose the level of involvement that suits you best.*

*Sincerely,*

*Terry Heinrich Tommie 2009 Chairman  
Your Tommie 2009 Tommie Committee*



A handwritten signature in black ink, appearing to be "Terry Heinrich". The signature is written in a cursive, flowing style.

# TITANIUM \$10,000

No structural metal offers the ultimate strength and support of titanium.  
Similarly, our Titanium sponsors provide Tommie with a persistent element of support unlike any other.

Titanium sponsorship will receive "title" recognition, alongside CHBA-CO, in every publicity vehicle.  
Prominent mention on our CHBA-CO website, in every ad [including those in Okanagan Home Magazine],  
in every event program, at every event and every presentation throughout the 2009 Tommie Campaign.

## **Titanium sponsorship includes:**

First opportunity to provide gifts or tokens for all attendees to all CHBA-CO events  
A free one third page ad in Okanagan Home Magazine [in choice of issue]

## **Silver Night · November 2009:**

Individual mention/logo on screen [individual full screen] and/or by MC  
Printed name/logo in event program and on event tickets  
Logo mention in event print ads  
Verbal mention in radio/TV ads  
Reserved seating, five tickets to Silver Night  
First opportunity to provide insert to finalists congratulatory package

## **Gold Gala · January 30, 2010**

Individual mention/logo on screen [individual full screen] and/or by MC  
Printed mention/logo in event program and tickets  
Logo mention on event print ads  
Verbal mention in radio/TV ads  
Reserved seating, five tickets to Gold Gala  
Opportunity to present a minimum of three awards on stage  
Corporate name engraved on a minimum of three gold Tommies  
Opportunity to air a 60-second commercial as part of Gold Gala awards presentation  
First opportunity to provide insert to winners congratulatory package

## **Launch Night [First Call for Entries] · May 2010 [2009 sponsors]**

Mention/logo on screen or by MC  
Engraved commemorative token presented  
Mention/logo in event ads  
Mention/logo in event program



# GOLD \$5,000

The lustre, brilliance and scarcity of gold is what makes it so precious. Similarly, our Gold sponsors make Tommie shine for all to see and admire.

Gold sponsorship will receive recognition in each and every publicity vehicle. Prominent mention on our CHBA-CO website in every ad [including those in Okanagan Home Magazine], in every event program, at every event and every presentation throughout the 2009 Tommie Campaign.

## Gold sponsorship includes:

Opportunity to provide gifts or tokens for all attendees to all Tommie events  
A free one quarter page ad in Okanagan Home Magazine [in choice of issue]

## Silver Night · November 2009

Individual Mention/logo on screen [individual full screen] and/or by MC  
Printed name/logo in event program and on event tickets  
Logo mention in event print ads  
Reserved seating, two tickets to Silver Night  
Opportunity to provide insert to finalists congratulatory package

## Gold Gala · January 30, 2010

Individual mention/logo on screen [individual full screen] and/or by MC  
Printed mention/logo in event program and tickets  
Logo mention on event print ads  
Verbal mention in selected radio/TV ads  
Reserved seating, four tickets to Gold Gala  
Opportunity to purchase up to six Gala tickets at half price  
Opportunity to present a minimum of two awards on stage  
Corporate name engraved on a minimum of two gold Tommies  
Opportunity to air a 30-second commercial as part of Gold Gala awards presentation  
Opportunity to provide insert to winners congratulatory package

## Launch Night [First Call for Entries] · May 2010 [2009 sponsors]

Mention/logo on screen or by MC  
Engraved commemorative token presented  
Mention/logo in event ads  
Mention/logo in event program



# SILVER \$4,000

The solid, strength and irresistible appeal of silver makes it the currency of choice for the world. Similarly, our Silver sponsors are the very much appreciated currency of our Tommie program.

Silver sponsorship will receive recognition, in block, on our CHBA-CO website, in the Tommie celebration issue of Okanagan Home Magazine, in each event program, and at every event throughout the 2009 Tommie campaign.

## Silver sponsorship includes:

Opportunity to provide gifts or tokens for all attendees to all Tommie events  
A free eighth page ad in Okanagan Home Magazine [in choice of issue]

### Silver Night · November 2009

Mention, in block, on screen and/or by MC  
Printed name, in block, in event program  
Mention in post-event print ads  
Reserved seating, two tickets to Silver Night  
Opportunity to provide insert to finalists congratulatory package

### Gold Gala · January 30, 2010

Mention, in block, on screen and/or by MC  
Mention, in block, in event program  
Mention, in block, in event print ads  
Reserved seating, two tickets to Gold Gala  
Opportunity to purchase up to six Gala tickets at half price  
Opportunity to present, in a group, one award on stage  
Opportunity to provide insert to winners congratulatory package

### Launch Night [First Call for Entries] · May 2010 [2009 sponsors]

Mention, in block, on screen and/or by MC  
Engraved commemorative token  
Mention, in block, in event ads  
Mention, in block, in event program



# BRONZE \$3,000

Bronze – for ages the metal of tools, weapons and treasured artifacts.

So too our Bronze sponsors proudly support and adorn Tommie.

Bronze sponsorship will receive recognition, in block, on our CHBA-CO website, and in event programs and ads throughout the 2009 Tommie campaign.

## **Bronze sponsorship includes:**

Opportunity to provide gifts or tokens for all attendees to all events

A free business card ad/listing in Okanagan Home Magazine

[in the Tommie celebration issue]

## **Silver Night · November 2009**

Mention, in block, on screen and/or by MC

Mention, in block, in event program

Mention, in block, in post-event print ads

Reserved seating, two tickets to Silver Night

Opportunity to provide insert to finalists congratulatory package

## **Gold Gala · January 30, 2010**

Mention, in block, on screen and/or by MC

Mention, in block, in event program

Mention, in block, in event print ads

Opportunity to purchase a full table of eight at half price

Opportunity to provide insert to winners congratulatory package

## **Launch Night [First Call for Entries] · May 2010 [2009 sponsors]**

Mention, in block, on screen and/or by MC

Mention, in block, in event program

Commemorative token



# PATRONAGE

## \$500-\$1000

We recognize that there are those who wish to support the various initiatives, programs and events of our association throughout the year, at financial levels other than those established for full Tommie sponsorship.

CHBA-CO Patronage is a much-appreciated form of sponsorship that can be applied to any one specific item, including certain elements of the Tommie campaign.

**Some of these items are:**

General meeting appetizer/wine/dessert sponsorship  
Foyer displays at Silver Night  
Attendees gifts or tokens at general meetings, Silver Night,  
or our annual golf tournament  
Gold Gala appetizer/champagne sponsorship  
Silent auction donations for Gold Gala  
Direct Okanagan College (CHBA-CO) bursary donations

For details on this level of sponsorship, please contact:  
Tammy Jackson, Executive Officer CHBA-CO  
Diana Rensler or Sandy Dawson, Event Coordinators



Regular Meeting – A.M.

November 29, 2004

A Regular Meeting of the Municipal Council of the City of Kelowna was held in Meeting Room No. 3, 1435 Water Street, Kelowna, B.C., on Monday, November 29, 2004.

Council members in attendance: Mayor Walter Gray, Councillors R.D. Cannan, B.A. Clark, C.B. Day, B.D. Given, R.D. Hobson, E.A. Horning and S.A. Shepherd.

Council members absent: Councillor A.F. Blanche.

Staff members in attendance: City Manager, R.A. Born; Acting City Clerk, S.C. Fleming; Director of Planning & Corporate Services, R.L. Mattiussi\*; Director of Human Resources, R.W. Baker\*; Director of Financial Services, P.A. Macklem\*; Director of Parks & Leisure Services, D.L. Graham\*; Manager of Community Development & Real Estate, D.L. Shipclark\*; Park Design & Construction Supervisor, A. Gibbs\*; and Council Recording Secretary, B.L. Harder.

(\* denotes partial attendance)

1. CALL TO ORDER

Mayor Gray called the meeting to order at 9:06 a.m.

2. Councillor Clark was requested to check the minutes of the meeting.

3. REPORTS

3.1 Councillor Shepherd re: Tommie House Awards – January 15, 2005

- The City of Kelowna will reserve a table for 10 at the Tommie House Awards.

3.2 Acting City Clerk re: December 21, 2004 Public Hearing/Regular Meeting

- There are sufficient agenda items to allow the December 21, 2004 Public Hearing to proceed as scheduled.

3.3 Information Package – Tours of City Hall

- Councillor Shepherd will work with the Communications Manager to put together a package of information that can be given to the teachers when they bring their students for a tour of City Hall.

Councillor Horning joined the meeting at 9:12 a.m.

4. RESOLUTION CLOSING THE MEETING TO THE PUBLIC

Moved by Councillor Given/Seconded by Hobson

R1124/04/11/29 THAT this meeting be closed to the public, pursuant to Section 90(1) (c) (e) (g) (j) of the Community Charter for Council to deal with matters relating to the following:

- Labour Relations
- Land Negotiations
- Litigation
- Third Party Business Interests.

Carried

Regular Meeting – A.M.

October 27, 2008

Moved by Councillor Hobson/Seconded by Councillor Given

R924/08/10/27 THAT Council receive, for information, the request of the Southern Interior Local Government Association (SILGA) with respect to hosting the 2010 Annual General Meeting and Convention;

AND THAT staff contact SILGA to inquire what, if any, the staffing implications will be should the City of Kelowna host the 2010 Annual General Meeting and Convention;

AND FURTHER THAT staff contact the District of Lake Country to inquire if they would be interested in co-hosting the event.

Carried

3.3 Mayor Shepherd, re: Request for Sponsorship of the 2008 TOMMIE Awards

Mayor Shepherd:

- Provided background information.

Council:

- Would like to wait until staff report back to Council with respect to Agenda Item 3.1.

3.4 Mayor Shepherd, re: Security Camera Initiative

Mayor Shepherd:

- Gave background information regarding the Provincial Government's initiative
- Advised that the pilot project would involve \$1 Million in funding to three (3) cities, Kelowna, Vancouver and Surrey.
- Advised that the Provincial Government would be issuing a Press Release sometime this morning.

Moved by Councillor Given/Seconded by Councillor Day

925/08/10/27 THAT Council support, in principle, the Province of British Columbia's CCTV Initiative.

Carried

4. RESOLUTION CLOSING THE MEETING TO THE PUBLIC

Moved by Councillor Given/Seconded by Councillor Day

R926/08/10/27 THAT this meeting be closed to the public, pursuant to Section 90(1) (e) and (g) of the Community Charter for Council to deal with matters relating to the following:

- Acquisition and/or Disposition of Land or Improvements
- Potential Litigation

Carried



**From:** Sandi Horning

**Sent:** Tuesday, October 28, 2008 3:48 PM

**To:** Karen Needham

**Cc:** Stephen Fleming

**Subject:** Council Policy with respect to requests for Sponsorship

This will confirm that the following resolution was adopted by Council during the "open session" of the A.M. Regular Meeting held Monday, October 27, 2008:

THAT staff investigate past practices with respect to requests of Council as they relate to conferences, conventions and sponsorships and report back to Council.

For your appropriate action.

**PLEASE NOTE:** The report back to Council can be by way of a simple e-mail to the City Manager for distribution to Council.

**Sandi**

Council Recording Secretary

City Clerk's Division

City of Kelowna

Local 8926

 Please consider the environment before printing this email.

From: Karen Needham  
Sent: Tuesday, December 23, 2008 3:03 PM  
To: Ron Mattiussi  
Cc: Stephen Fleming  
Subject: Sponsorships-Events/Conferences  
Hello Ron,

At the October 27, 2008 Meeting of Council, a request for information was made with regards to requests of Council as they relate to conferences, conventions and sponsorships  
Council Policy No. 58, Grant-in-Aid Funding Requests, was amended in August 2005 to include the following.

**SPONSORSHIPS-CONFERENCES/EVENTS**

Requests for a funding or sponsorship contribution from the City related to conferences or events shall be considered by Council in the following circumstances:

- the conference or event is being held within the City of Kelowna; *and*
- the City of Kelowna (Council or staff) is directly involved in hosting or participating in the conference or event. *or*
- an association with the City exists through a City of Kelowna committee, a professional organization to which City staff belong, or an organization which includes elected officials from Kelowna among its membership.

The City will request that any such sponsorship be targeted towards a specific event, such as refreshments for an opening reception or coffee break, where the City can be identified as the sponsor.

Sponsorship provided to those events with direct City involvement would generally be greater than that provided to those with an association only.

Requests must be made via written letter addressed to Mayor and Council, and where approved, funding shall come from Council Contingency

We will continue to recommend the criteria as outlined above for any future requests, however, if Council would like to review this policy, please advise.

warm regards,  
Karen

Karen Needham, BA, MPA  
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