

KEY CLUB®

Dear *Prospective Sponsors*,

The Eastern Canada District of Key Club International District Convention (DCON) welcomes student leaders from all across Eastern Canada to celebrate leadership, inclusiveness, and service. The *72nd Annual District Convention* will take place in *Niagara Falls, Ontario* from *April 5 - April 7, 2019*.

During this weekend, youth leaders will *actively engage in business sessions and workshops focused on service leadership*. Highlights include guest speakers, individual and club competitions, leadership development activities, networking opportunities and service projects and programs. The event *encourages members to continue serving their homes, schools and communities*. We hope to create a meaningful and lasting impact on the lives and communities around us.

To accomplish another successful event, the DCON team asks for your generous contribution and support.

Please read further for more details on how we can build a mutually beneficial relationship-one that can support your organization and make DCON 2019 for the Eastern Canada District, a true success.

If you have any questions or concerns, please feel free to email the DCON Executive team via email or phone as listed below.

We appreciate you taking to consider our proposal.

Sincerely,

Aidan Gurung
District Governor
governor@keyclub.ca
613-241-1907

Deborah Knight
District Administration
deborahanneknight@gmail.com
416-200-3577

Oishee Ghosh
Head of DCON committee
dst@keyclub.ca
613-618-5563

WHAT WE STAND FOR:

Key Club International is a service leadership branch of **Kiwanis International** and is the oldest and largest service program for high school students in the world. We give members opportunities to provide community service, build character and develop leadership skills. Key Club is successful because we are a student-led organization that teaches leadership through serving others. Our vision is to be caring and competent servant leaders transforming communities worldwide. The Eastern Canada District (ECD) is comprised of over fifty member clubs with over 1600 members. For more information, visit www.keyclub.org (Key Club International) or www.keyclub.ca (Eastern Canada District).

THE OBJECTIVE:

In supporting Eastern Canada's Key Club members, you are supporting **tomorrow's future leaders**, and possibly your **future employees**! With your support and sponsorship, students will have the opportunity to *gain exposure to your organization, allowing you to brand organization and promote brand loyalty*. Furthermore, individuals and clubs who host independent service initiatives in their respective home school and local community will also *share your brand image* to their network in future events, *emphasizing your branch across Eastern Canada*.

THE CHALLENGE:

The Eastern Canada District (ECD) expects to incur costs on:

- **Printing (approx.. \$1,500.00)**
 - Large scale posters, banners, program booklets;
 - Member name tag, contest forms, certificates;
 - Information brochures, directional and meeting room signs, and
 - Miscellaneous
- **Convention T-shirts and pins worn by all delegates (approx. \$3,250.00)**
- **Transportation costs (\$20,000.00+)**
 - Flight tickets for club members from Ottawa, News Brunswick, Prince Edward Island, to be able to attend the Convention in Niagara Falls.
 - Shuttle buses for students from Toronto areas, the airports to the Convention.
- **Meals (\$10,000.00+)**
 - Snacks;
 - Friday dinner; Saturday lunch;
 - Saturday dinner (Gala)
- **Decorations the Convention (\$250.00)**
- **Stuffs for goody bag**
 - Pens;
 - Notebooks, papers;
 - Miscellaneous

We realize that monetary sponsorship is not always the ideal way your company may want to contribute to the **Eastern Canada District Convention**, and that your company may have tangible or intangible items you wish to donate. The executive team and students welcome the opportunity to benefit from such resources. If this is your desired method of sponsorship, please contact governor@keyclub.ca to further discuss the nature of the item and logistics of obtaining and distributing these items.

Although individual ECD divisions are fundraising to cover delegate costs, and the ECD has applied for a grant from the Kiwanis Foundation of Canada, the ECD is reaching out to the community for donations to help defray these costs. As a valued partner of the ***72nd District Convention***, you are invited to help make this event a success. *We are willing to accept various forms of sponsorship (both monetary and non-monetary). **No contribution is too small.***

Please note that funds are to be direct to DCON Sponsorship. Please send a JPEG. of your company logo as well as your program book advertisement to the above address, or to governor@keyclub.ca. If you have any questions or require additional information, please do not hesitate to contact the above address or Deborah Knight.

All cheques should be made out to **Kiwanis Key Club of Eastern Canada District** and sent to:

DCON Sponsorship Appeal

**C/O Deborah Knight,
District Administrator**

16 Birchmount Road, Toronto, ON
M1N 3G4

E: deborahanneknight@gmail.com
P: 416-200-3577

PROGRAM AD ORDER INFORMATION:

The **Eastern Canada District Convention** is offering advertising opportunities. Through the use of the District Convention program booklet, we hope to gain sponsorships and support DCON 2019 in Niagara Falls, Ontario. Program ads can be bought by businesses, clubs, member's parents, etc., allowing everyone the opportunity to promote their businesses, and/or send messages to advisors, family members, or fellow members.

Those purchasing an ad are given the option of submitting their own design, or having the Eastern Canada district create one for them. Various sizes of ads are available-see attached sizing on page 5.

All program advertisements should be approximately 8.5 inches by 5.5 inches with 0.5 inch margins.

The money raised from the program ads will be directly applied to a scholarship that will go to one or more students in the Eastern Canada District.

PROGRAM BOOTH ORDER INFORMATION:

Eastern Canada District is offering a form of direct communication with Key Clubbers from all across the district. With a \$500 monetary donation to any aspects of our convention, we can provide your organization with a booth, where you may decide to hand out promotional item, raffles, information sessions, and meet Key Clubbers with a passion to serve.