



June 24th to July 1st, 2017

Business & Promotion

Ajax Home Week
PO Box 21084,
R.P.O. Harwood Place
Ajax, Ontario L1S 7H2

Accounting and Finance

530 Westney Rd. S., Unit 14
Ajax, Ontario L1S 6W3
Grant Johnston - 905-683-1948

2017 SPONSORSHIP LEVELS

PACKAGE A:

PLATINUM SPONSOR

COST: \$15,000

- 2 full HomeWeek pages in colour Information available to special sponsors on request!

PACKAGE B:

GOLD SPONSOR

COST: \$10,000

- Full HomeWeek page in colour Information available to special sponsors on request!

PACKAGE C:

CORPORATE SPONSOR

- 1/4 page colour corporate advertisement in the primary location of Home Week booklet on outside's, inside's or adjacent to cover. The Home Week booklet is delivered to 40,000 homes in Ajax and businesses in the area.
- A giant sponsors banner will move from one prime location to another 5 to 6 times over 2 weeks.
- Corporate identification on letterhead of all correspondence to the Town and area organizations and government offices.
- Feature position in Home Week Book on inside front or back cover.
- Primary corporate identification on banners to be displayed at major Home Week events, i.e. Fireworks, Legion Srs. Day, Waterfront Day at the Lake, Rotary Pancake Breakfast, Lions Pasta Nite, Optimists Bike Roadeo, Free entertainment & BBQ night, Free swim night and many others.
- Recognition within the community as a leader and supporter of Ajax, its history and development.
- Media recognition, press conference for banner presentations
- Presentation of your banner during televised Ajax Council meeting and at public events for seven days.

COST: \$5,000

PACKAGE D:

HOME WEEK ADVOCATE

- 1/4 page colour corporate advertisement in the primary location of Home Week booklet on outside's, inside's or adjacent to cover. The Home Week booklet is delivered to 40,000 homes in Ajax and businesses in the area.
- A giant sponsors banner will move from one prime location to another 3 to 4 times over 2 -3 weeks.
- Corporate identification on letterhead of all correspondence to the Town and area organizations and government offices.
- Recognition within the community as a leader and supporter of Ajax, its history and development.
- Media recognition.
- Presentation of your banner during televised Ajax Council meeting and at public events for seven days.

COST: \$2,500

PACKAGE E: (10 AVAILABLE)

HOME WEEK BOOSTER

- 1/4 page 2 colour ad in Home Week booklet. The Home Week booklet is delivered to 40,000 homes in Ajax and businesses in the area. Your logo will also be on the book cover.
- Media recognition
- Presentation of your banner at Ajax Council.
- Your logo identification on Home Week Cover in colour.

COST: \$1,150

PACKAGE F:

HOME WEEK FRIEND

- 1/4 page 1 colour ad in the Home Week booklet. The Home Week booklet is delivered to 40,000 homes in Ajax and area businesses.

COST: \$349

SPOT SECOND COLOUR (RED ONLY) \$50

PACKAGE G:

HOME WEEK PAL

- 1/8 page 1 colour ad in the Home Week booklet. The Ajax Home Week booklet is delivered to 40,000 homes in Ajax and businesses in the area.

COST \$239

SPOT SECOND COLOUR (RED ONLY) \$50

PACKAGE H:

HOME WEEK BUDDY

- 1/16 page 1 colour ad in the Home Week booklet. The Ajax Home Week booklet is delivered to 40,000 homes in Ajax and businesses in the area.

COST \$149

SPOT SECOND COLOUR (RED ONLY) \$50

INSIDE BOOK COVERS | OUTSIDE BACK COVER

IF NOT TAKEN BY CORPORATE OR ADVOCATE SPONSORS

- | | | | |
|-------------|--------|-------------|--------|
| • Full page | \$1399 | • Full page | \$1499 |
| • 1/4 page | \$439 | • 1/4 page | \$469 |

(Because of popular demand - inside covers & outside cover are by a draw)

- | | | | |
|---------------------|-------|--------------------|-------|
| • Full page in book | \$999 | • 1/2 page in book | \$599 |
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Sponsoring Ajax Service Clubs



We in Ajax are fortunate to have the major service organizations volunteer their time and donate profits to underwrite our Towns largest volunteer event.



Ajax Home Week

June 24th to July 1st, 2017

HOME WEEK STANDARDS

UPDATED FEBRUARY 2017

Our original goals of Ajax Home Week are similar today, after 47 years.

OUR GOALS ARE TO HAVE FUN AND:

- To say thank you to the wonderful people of Ajax including our business and commercial community who have supported the numerous service club projects in Town throughout the years. Our major sponsoring service organizations have been Kinsmen, Legion, Lions, Optimists and Rotary. To-day we also have Churches involved and many individual volunteers.
- That activities be for everyone regardless of gender, religion, race, age or personal means.
- That our volunteer groups strive to provide over half of our projects free for Ajax and area residents.
- To promote the Ajax regionally and on an international basis, the Town we call "Home", and to encourage former Ajax residents to return to Ajax for a visit.

With your participation, we have helped make AJAX a special place to live!

AJAX HOME WEEK PROCEDURES:

1. MONEY CANNOT BE PAID IN ADVANCE WITHOUT A BUDGET APPROVAL. That all total annual Ajax Home Week budgets show a reserve allocation. The rationale was to have Ajax Home Week on a secure financial foundation. The minimum reserve is to be \$5,000. One inclement weather week could wipe out the reserve account. It is the committees wish never to have to approach the service clubs for money. The intent should also be to have an ongoing operating account of \$10,000. Donations to the community may be made providing the above 2 accounts are in order.
2. That Ajax Home Week committee select an annual executive committee for each upcoming year. The members of this executive committee consists of: current Chairperson (or 3 co-chairs); immediate past Chairperson; founding Chairperson; Parade Chair; Waterfront Chair; Treasurer; Secretary; Public Relations Chair; Home Week Book Chair; BBQ Day Chair; Diversity Chair and Ajax Council Representative. An effort should be made to have service club representation as well as previous executive member representations at general meetings. The chair(s) vote with or without a tie vote. General meeting votes must be ratified by the executive. The executive vote is the determining vote. In the case of one person holding 2 positions, only one vote may be cast.
3. Contributions to Home Week: That the following financial contributions are for participation in Ajax Home Week.
 - (a) Non-profit groups to contribute a minimum of **\$100** or **20%** of sales whichever is greater ie: a group generating \$5,000 profit would donate \$1000. to Ajax Home Week. A special executive vote under exceptional circumstances may reduce this to as low as 0% in an exceptional case. (ie: Ajax Hospital fundraiser, as the profits go directly to assist our community). In special cases authorized by executive, the group may operate

separately with a separate bank account. They shall however pay a fair share of their Home Week Book's expenses, and publicity expenses.

- (b) Profit making groups or businesses to contribute a minimum of \$100 in advance or 20% of revenue as set out by the committee.
 - (c) The Town of Ajax be asked annually to continue their grant. They have been supportive.
 - (d) Encourage Ajax's major service clubs to contribute a minimum of \$1,000 to a maximum of \$1,500 each (Kinsmen, Lions, Legion, Optimists and Rotary). Or as a guide, 25% of net profits up to a maximum of \$2,500 total.
 - (e) Rare exceptions (by an executive vote only) are a group or business turning all profits to a recognized Ajax charity, i.e. Hospital Auxiliary running an event to raise funds for hospital benefitting all residents of Ajax, should contribute nothing to Ajax Home Week, with an executive vote.
 - (f) Participating service organizations or community groups that generate a loss are not asked to contribute in that year. However, those groups who generate a profit and make no effort to contribute to Home Week's expenses and overhead shall be removed as participants, immediately.
 - (g) Home Week shall continue to research ways to be self-sufficient. Corporate sponsors are to be sought continually. Business has always helped and currently contributes the largest combined amount of money.
 - (h) Home Week is designed to break even after reserves and appropriate financial safeguards are taken. If ever excess funds are generated, they belong to the community, to be donated in Ajax, at the executives' discretion.
 - (i) Best business practices are must be adhered to:
 - 2 quotes required for \$500 purchases and over
 - Home Week Committee to have a year end financial Statement and a budget.
 - As collecting outstanding invoices could be sensitive from Ajax business neighbours, the executive will carry out prudent & timely collection procedures including a collection agency.
 - **Budgets must be prepared for each project and an overall budget be finalized by February 15th of each year.**
 - a budget should allow for a plus or minus (contingency) of 10% only.
4. There shall be an annual policy review by a committee of the founding chair, the current chair and the immediate past chair and approved by the executive.
 5. Judging of public events should include one of any of our service groups personnel judging and voting for that group. They must declare a conflict on their own group.

A detailed Purchase Order/Contract is in place for 2017, giving the committee full control over vendors, participants, entertainers et al. The Ajax Home Week Committee can cancel events with no liability for all types of inclement weather and all other appropriate circumstances.