

July 21, 2010

Ellen Anderson
Mayor
Town of The Blue Mountains
PO Box 310, 26 Bridge Street
Thornbury, ON
N0H 1J0

Dear Mayor and Members of Council

**RE: GTDI (Georgian Triangle Development Institute)
2010 Conference – Securing Our Future Together
October 14, 2010
Sponsorship Request**

The Georgian Triangle Development Institute is a private sector non-profit organization which represents the development sector within the Georgian Triangle area. Members include planners, developers, engineers, construction companies, real estate firms, and related businesses and interested parties within the Georgian Bay Area.

The Institute strives to ensure that the private sector development industry remains a strong, healthy and viable economic sector within the southern Georgian Bay region by...

- advocating the interests of the local development industry
- identifying and tackling relevant common interests
- reinforcing the economic significance of the development industry
- acting as a unified voice for the Development industry
- fostering positive communication with all levels of government and the public

...while supporting the social, economic, cultural, recreational and sustainable aspirations of the community in which we all live, work and play.

This October the GDTI will be hosting our 10th Fall Conference – **Securing Our Future Together**. Historically this conference has become a must attend event in our area for both the private and public sector. This year will be no different. Our theme will continue the thinking that was presented at our 2008 Conference which hosted guest speaker Dr. David Foot. This year the Conference is targeting strategies to prepare for our region's growth through understanding



GEORGIAN TRIANGLE DEVELOPMENT INSTITUTE

new opportunities within the new economy, identifying what assets and features we have to promote our area to attract sustainable economic development and to investigate how a large region like ours can come together in a regional partnership to work toward common goals – securing our future together.

Please find attached a copy of our sponsorship package which gives additional information related to the theme of the conference and outlines the speakers that will be attending this year. We would like to request that the Town of the Blue Mountains become a Gold sponsor for the event.

I look forward to discussing this opportunity with you in more detail at the August 9th Council meeting.

Yours truly,

A handwritten signature in black ink that reads 'Krystin Rennie'. The signature is written in a cursive, flowing style.

Krystin Rennie, MAES MCIP RPP
GTDI Conference Chair



Securing our Future Together

The future of the Georgian Triangle depends greatly upon the health of the region's economy. Stability is a must, growth is the goal. The GTDI organization can help in fostering sustainable economic development that in turn fuels real estate development in our region. GTDI hosted an important Fall Conference in October, 2008 featuring demographer David Foot as the conference keynote speaker. Dr. Foot spoke about demographic changes happening now and changes coming in the not so distant future. Key messages delivered by Dr. Foot were reacting to the new demographics and new economic opportunities ahead.

Why do people come to our region and how do we keep them? The Georgian Triangle Region has long been a destination for recreation and tourism. More recently the region has seen an increase in population with many seasonal residents becoming year round residents, an important demographic change. Many younger people are coming to our region as well, another demographic change. Employment or business opportunities with higher earning potential are however, few and far between. People want to live here but the region may not be prepared to provide adequate support or economic tools for new growth.

What is our region's brand? The GTDI 2010 Fall Conference is targeting strategies to prepare for our region's growth through understanding new opportunities within the new economy, identifying what assets and features we have to promote our area to attract sustainable economic development and to investigate how a large region like ours can come together in a regional partnership to work toward common goals – ***securing our future together.***

**Join us on Thursday October 14, 2010
at the Georgian Manor Resort
Collingwood, Ontario**



The 2010 GTDI Conference will be host to:

Allan Gregg

Social, political, business researcher and strategist, Mr. Gregg is one of Canada's most recognized and respected senior research professionals and social commentators. He is a regular participant on CBC's "At Issue" panel on Thursday nights, is the host of the popular and respected TVO talk show – "Allan Gregg In Conversation With" – as well as a frequent contributor to newspapers and magazines.

Scott Hanson

A branding strategist and former president and CEO of Longwoods International, Mr. Hanson is recognized and respected for his work in the advertising and marketing industry. He will discuss branding, marketing and tourism strategies for the Region.

Brian Tamblyn

President of Georgian College, Mr. Tamblyn will present the new college campus expansion project and talk about the importance of having a post-secondary educational facility in our region.

Matthew Fischer

President, Matthew Fischer & Associates Inc. Economic Development Solutions, Mr. Fischer will talk about the Regional Economic Development Study currently being completed for our region.

If interested in a sponsorship position, please return your completed sponsorship contract to:

LORI TALBOT at ltalbot@cfcrozier.ca

TEL: (705)-446-3510 FAX: (705) 446-3520

PRIOR TO FRIDAY, AUGUST 29th, 2010



Securing our Future Together

Here is your opportunity to be a sponsor for
The Georgian Triangle Development Institute's
Tenth Annual Conference

TYPE OF SPONSORSHIP	COST	PACKAGE DETAILS
Gold	\$1000	<ul style="list-style-type: none">• Billing as a major sponsor for the event• One exhibit space• Primary recognition on Conference poster and email communications• Primary recognition in the Conference Program• Primary recognition in all print advertising• Press release mentions• Logo/name on on-site signage at the Cocktail Reception and Conference• The opportunity to provide material in the Conference Package• Verbal recognition at Conference• 2 tickets to the Conference
Silver	\$500	<ul style="list-style-type: none">• Recognition on Conference poster and email communications• Recognition in the Conference Program• Recognition in all print advertising• Press Release mentions• Logo/name on on-site signage at the Conference• The opportunity to provide material (brochures and/or business cards) on Sponsor Table in reception area• Verbal recognition at Conference
Bronze	\$300	<ul style="list-style-type: none">• Recognition on Conference poster and email communications• Recognition in the Conference Program• Recognition in all print advertising• Press Release mentions• Logo/name on on-site signage at the Conference• Verbal recognition at Conference



GTDI CONFERENCE SPONSORSHIP CONTRACT 2010

Sponsoring Company: _____

Contact Name: _____

Telephone #: _____ Fax #: _____

Address: _____

E-mail: _____

Type of Sponsor: Gold Sponsor Silver Sponsor Bronze Sponsor

(Sponsorship Costs: \$1000/Gold Sponsor \$500/Silver Sponsor \$300/Bronze Sponsor)

Artwork Provided: Yes No

I hereby acknowledge that I am giving permission to the Georgian Triangle Development Institute to print the sponsor name in any advertisements for the Conference events. I agree to pay the amount indicated above for the type of sponsorship indicated. I also acknowledge that the Georgian Triangle Development Institute is not responsible for the creation of artwork for the sponsor and acknowledge that the Georgian Triangle Development Institute is not responsible for the presentation of sponsors name if artwork is not provided.

If you agree to these terms please sign below. You will receive a copy of the contract signed by the Georgian Triangle Development Institute's Organizer.

Sponsor Authorized Signature: _____

GTDI Signature: _____

Date Signed: _____

PAYMENT INFORMATION

I will forward payment by cheque (please forward payment by mail to the address listed below)

Please charge the above amount to my credit card: VISA MC

Name on Card: _____

Card #: _____ - _____ - _____ - _____ Expiry: ____ / ____

Signature of Cardholder _____