



“Roads Always Meet”
Southwestern Ontario District
Optimist International
Convention Team



Do Not Disregard
Do Not Ignore
Do Not File in that Round File



Fellow Optimists,

Please find enclosed:

- ① A letter seeking support for the Spousal Hospitality room at Convention
- ① An Official Club Information Package & Official Ticket Package for Optimist Day at the Grand Bend Motorplex
- ① And a Convention Booklet Advertising form.

Please consider these requests, and share them with your club members at your next meeting.

With your help, we can make the 2010 Convention
One of the best yet!

From the 2010 Host Area Convention Committee



“Roads Always Meet”
Southwestern Ontario District
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Wednesday, March 03, 2010.

Fellow Optimists,

As you are well aware the Southwestern Ontario District's Annual Convention is fast approaching. This year the convention will be held at the Pelee Days Inn in Leamington on August 13th and 14th.

As is customary we are again having a Spousal Hospitality room which will be open throughout the day. In order to make this a success we need your help plus that of your club and its members. We are asking that individuals and clubs make donations to the spousal room of prizes. These can be anything from crafts (blankets, knitted items, birdhouses, plant holders, etc.) to purchased items or even cash donations. It is through the selling of tickets on these items that we count on raising monies that will assist us in keeping the cost of the convention reasonable.

If you, your club, or members wish to donate articles for this purpose it would be appreciated if you could bring them with you to the Third Quarter Board meeting in May at the Stoneridge Inn and give them to one of the host area convention team members. If you would like to make a cash donation you may mail it to:

Optimist Brian Clements,
10301 Lynhurst Park Drive,
St. Thomas, ON,
N5P 2E5

or

Optimist John Ewanick,
6 Gertrude Street,
St. Thomas, ON,
N5R 1A1

Thank you in advance for your consideration of this request.

Yours in Optimism

Brian Clements
2009-10 Host Area Convention Committee

OPTIMIST DAY

Grand Bend Motorplex - July 3rd & 4th, 2010

Official Club Information Package

Dear Fellow Optimist:

The South Western Ontario District has a new and exciting fund raising opportunity for all clubs. Each year the District holds its annual convention. One of the toughest areas of business for the new committee is fundraising. From one year to the next the committees struggles with raising enough funds to cover the costs of the convention and have hopes to raise enough to subsidize the cost to the individuals attending.

Well here's a new idea. Governor Marty Quenneville and I have been working on a project that - when successful - will eliminate that need to "dip into our own pockets". We have partnered with Grand Bend Motorplex to host an OPTIMIST DAY at the drag strip on Canada Day weekend July 3rd & 4th, 2010. Sounds fun and exciting don't it? Well it gets better!

Each club will be asked and given the opportunity to sell tickets to this event. The tickets will sell for \$10. Out of this ticket price the race track will retain \$2 and the rest will be profit. These \$10 Optimist Day tickets are valid for 2 days of admission starting anytime after 1pm on Saturday then into Sunday. The actual cost at the gate for this weekend is \$15 a day. It gets even better!

We will be tracking the ticket sales by club. There will be a Zone Representative for each club to report back to and get their tickets from. The club who sells the most tickets will get a kick back from the profits. The more money raised through this opportunity will mean the more money that will be kicked back to the communities we serve. With enough support at the club level we should be able to build, not only this event, but the club level incentives too!

Think outside of the box. Don't look just inside your club for ticket sales. Think of the local businesses and social contacts you have. We can work with corporate deals too. Local speed shops, body shops, machine shops, factories etc, will scramble to get their hands on tickets like these. So go out and contact them. Enclosed you will find information regarding ticket packages and sponsorship opportunities for corporate deals. Get these packages out in your area.

The Optimist Day at Grand Bend Motorplex can be a simple way for your club to raise some added income and help make the convention a bigger, better and cheaper event at the same time.

Yours in Optimism,

Tracy Huxley
Convention & Quarter Board Chair
South Western Ontario District
Optimist International
tchux@execulink.com

OPTIMIST DAY
Grand Bend Motorplex
July 3rd & 4th, 2010

Official Ticket Package

To Whom It May Concern:

Enclosed you will find information regarding ticket packages and sponsorship opportunities for the 1st Annual Optimist Day held at Grand Bend Motorplex. Grand Bend Motorplex is Canada's Drag Racing facility, offering world class drag racing since 1995.

The Optimist Clubs of the South Western Ontario District have come together to offer a discounted weekend at the drag strip for families, race fans and automotive enthusiasts alike. We hope to grow this weekend into something spectacular for all to attend and enjoy with excellent Canadian drag racing and family fun.

By purchasing tickets and/or sponsorship packages you are helping to give back to the communities in South Western Ontario. Funds raised through this effort will help to support training as well as district and club activities in your area. The Optimist motto is "Bring Out the Best in Kids" and as the "Friend of Youth" it is our goal to make this a successful and annual fundraiser for all Optimist Clubs involved.

Our individual tickets sell for \$10 each. These tickets are valid for admission from Saturday at 1pm and also include admission on Sunday. The regular price for these two days would normally cost \$30. Spectators are welcome to enter the park as early as Friday evening and can make an entire weekend out of the event, with camping, for an additional \$15. This would be payable to Grand Bend Motorplex at the time of admittance. This type of package would typically cost \$45 without the Optimist Day ticket.

Please take a couple minutes to look at our packages. If nothing seems to suit you, we can tailor a package to meet your needs.

Yours in Optimism,

Tracy Huxley
Convention & Quarter Board Chair
South Western Ontario District
Optimist International



This package was given to you by _____,

who represents The Optimist Club of _____.

OPTIMIST DAY PACKAGES

The following ticket and sponsorship packages are currently available. We can also custom build a package to suit your company's size and needs.

\$100

- 10 FREE tickets
 - Mention of the company's name in PA announcements at the event
 - A link on the SWONT District website as a supporter
-

\$200

- 25 FREE tickets
 - Mention of the company's name in PA announcements at the event
 - A link on the SWONT District website as a supporter
 - Ad in the 2010 SWONT District Convention program book
-

\$500

- 75 FREE tickets
 - 10 FREE VIP Tower Suite Passes for special guests
 - Mention of the company's name in PA announcements at the event
 - A link on the SWONT District website as a supporter
 - Ad in the 2010 SWONT District Convention program book
-

\$1000

- 160 FREE tickets
 - 20 FREE VIP Tower Suite Passes for special guests
 - Mention of the company's name in PA announcements at the event
 - A link on the SWONT District website as a supporter
 - Ad in the 2010 SWONT District Convention program book
-

For more information, or possible contra deals, please contact Tracy Huxley at tchux@execulink.com



CONVENTION BOOKLET ADVERTISING



Don't miss an opportunity to highlight your club's support of the 2010 Ram Convention
Take this opportunity to thank your Club Officers, Zone or District Representatives.

What a great way to support the convention and put your business name out to so many fellow Optimists.

RATES

8½ "x11" Convention Booklet
Advertising Fees

full page inside covers	\$250.00
full page throughout booklet	\$200.00
½ page	\$100.00
1/8 page (including enlarged business cards)	\$50.00

Make cheques payable to "SWONT Convention 2010"

ARTWORK

Email to: davekuchma@hotmail.com

or mail to: Optimist David Kuchma
1 Windemere Place
St. Thomas, Ontario
N5R 6H3

If you cannot locate your club logo, require one, or graphic layout assistance to include club projects etc, contact:

Gillian Martin
Ansell's Awards
1-800-265-7062
info@ansellsawards.com

Submission Deadline is June 20, 2010

<input type="checkbox"/>	full page (inside cover) \$250	<input type="checkbox"/>	full page \$200	Amount Enclosed:
<input type="checkbox"/>	1/2 page \$100	<input type="checkbox"/>	1/8 page \$50	
<input type="checkbox"/>		<input type="checkbox"/>		
<input type="checkbox"/>		<input type="checkbox"/>		

Company/Club: _____

Contact Name: _____ Contact Ph.#: _____

Address: _____ City: _____ Postal Code: _____

Cheque Payable To: SWONT Convention 2010
Mail To: Attn. David Kuchma, 1 Windemere Place, St. Thomas, ON, N5R 6H3