



MUNICIPALITY OF THAMES CENTRE

REPORT NO. FCEAC-003-23

TO: Mayor and Members of Council
FROM: Director of Community Services and Facilities
MEETING DATE: October 30, 2023
SUBJECT: Donor and Sponsor Recognition Program

RECOMMENDATION:

THAT Report No. FCEAC-003-23 be received for information;

AND THAT Council approves the proposed Donor and Sponsor Recognition Program for the FlightExec Centre Expansion Project, as outlined in this report.

PURPOSE:

The intent of this report is to formalize the recognition of donors and sponsors for this capital project, thus allowing fundraising initiatives to begin.

BACKGROUND:

At the October 19, 2023 FlightExec Centre Expansion Ad Hoc Committee (FCEAC) meeting, the committee passed the following recommendation:

THAT the FlightExec Expansion Ad Hoc Committee recommend to Thames Centre Council that the Donor Recognition Levels and Room Sponsorship Opportunities, as presented at the October 19, 2023 meeting, be approved.

The details recommended at the October 19, 2023 FCEAC meeting are outlined below in the Comments section, along with the one attachment.

COMMENTS:

DONOR RECOGNITION PROGRAM

The particulars of the donor wall/board will be finalized by staff, in consultation with the FCEAC. This feature will recognize all general donations to this project under the following levels:

\$1,000+	Pewter
\$5,000+	Bronze



\$10,000+	Silver
\$25,000+	Gold
\$50,000+	Platinum
\$100,000+	Diamond

The donor levels that were used for the Thorndale Lions Community Centre (TLCC) fundraising program were taken into account when setting the above donor levels. All above levels match those used in Thorndale with the exception of the \$5,000 Bronze Level, which was not available for the TLCC fundraising campaign. In addition, the name for the \$1,000 level was changed from Bronze to Pewter in order to accommodate the additional \$5,000 level.

In addition to the Donor Recognition Wall, donations of \$250+ and \$500+ will be recognized by individual plaques mounted on the wall in the main corridor between the Senior Centre and the Lions Community Hall. This is similar to the engraved brick campaign that was available for the TLCC campaign.

ROOM SPONSORSHIP OPPORTUNITIES

The FCEAC agreed to room sponsorship levels similar to those made available during the TLCC project. Rooms that are less visible to the public (such as many of the rooms located in the VON area) had their sponsorship rates adjusted accordingly. Please refer to the attachment for specifics on room sponsorships.

FINANCIAL IMPLICATIONS:

A portion of funds raised through donations and sponsorships (that are not otherwise committed to any costs associated with sponsorship/recognition and signage costs) will be used to offset the cost of a “donor recognition wall.”

STRATEGIC PLAN LINK

Pillar: Community Development

Goal: Thames Centre will have opportunities for All to live a vibrant engaged life, making the municipality an attractive place to enjoy lifelong vitality.

CONSULTATION:

None.

REFERENCES:

None.

ATTACHMENTS:

Proposed Room Sponsorship Opportunities



Prepared by: S. MacDonald, Director of Community Services & Facilities

Reviewed by: D. Barrick, Chief Administrative Officer