



September 7, 2008
Beach Lakefront Neighbourhood Association INC. (BLNA)
"Beach Awareness Concert @ Kew" (B.A.C.K.)
11:00am – 6:00pm



RE: Sponsorship Opportunity

We need your help!

The Beach Lakefront Neighbourhood Association Inc. (BLNA) is a registered non-profit organization. It was formed by residents of Toronto's Beach Community in response to a development application in one of their neighbourhoods. Proposed is a condominium complex to be built on three lakefront lots upon which single-family homes have been present for almost 100 years. The threatened trees have been present for longer.

The subject lands are at the core/heart of an Historical Landmark Beach Waterfront and Tourist attraction. If the development application is approved, it will be precedent setting. Residential property from Pickering to Mississauga may be impacted by an interpretation of the City's Official Plan which would permit the development of multi-residential complexes in areas where none presently exist and in which single family homes have characterized a neighbourhood for decades.

This is why we need to make people aware. The BLNA believes that such inappropriate development is a threat to many peaceful family neighbourhoods (first in the Beach but then potentially elsewhere), to the recreational waterfront enjoyed by thousands, to the place of sanctuary and creativity which inspires local and international artists alike, and to the trees that are hundreds of years old and the wildlife habitats that they shelter and provide.

Sandra Bussin - Toronto Councillor for Beaches-East York has described the project as *"...an assault on our waterfront... If this project goes ahead it's precedent setting, and it will change the Beach beyond recognition."*

BLNA believes that it is in the first stages of a very long legal process, which will culminate at the Ontario Municipal Board (OMB). The anticipated funds required for lawyers, planners and other experts are estimated at approximately \$100,000. To help raise the funds needed, the BLNA and friends are hosting.



"B.A.C.K. the Beach" Awareness Concert at Kew
Sunday September 7, 2008



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There will be significant media coverage of this free event, which has the support of Sandra Bussin. Many local and international artists will perform and address the cause. There will be a live auction, a raffle and a variety of fun activities for children.

We are in need of big ticket items to auction off. We are also in need of direct funding to cover the cost of producing a show of this calibre: All contributions will be very helpful!!

Here are the opportunities for your company to get involved and help the BLNA to reach its goal.

Grassroots: \$500

- company logo on our www.blna.net website
- public acknowledgement in press releases both pre and post event

Boardwalk: \$1000

- company logo and link on our www.blna.net website
- public acknowledgement in press releases both pre and post event
- acknowledgement in print, radio and TV media coverage pre and post event
- logo on all our upcoming flyers and post cards (if received before July 21st, 2008)

Silver: \$2500-\$5000

- company logo and link on our www.blna.net website
- public acknowledgement in press releases both pre and post event
- acknowledgement in print, radio and TV media coverage pre and post event
- logo on all our upcoming flyers and post cards (if received before July 21st, 2008)
- logo on all signage of event: t-shirts, posters & banners (if received before July 21st, 2008)
- an on-stage thank you from our MC

Gold: (10 spots available) \$5000-\$10000

- company logo and link on our www.blna.net website
- public acknowledgement in press releases both pre and post event,
- acknowledgement in print, radio and TV media coverage pre and post event
- logo on all our upcoming flyers and post cards (if received before July 21st, 2008)
- logo on all signage of event: t-shirts, posters & banners (if received before July 21st, 2008)
- an on-stage thank you from our MC
- 4 passes for the Green Room
- free booth space to advertise your company and or products



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- space to hang your banner by the bandstand (stage)

Platinum (3 spots available) \$10000-\$50000

- company logo and link on our www.blna.net website
- public acknowledgement in press releases both pre and post event
- acknowledgement in print, radio and TV media coverage pre and post event
- logo on all our upcoming flyers and post cards (if received before July 21st, 2008)
- logo on all signage of event: t-shirts, posters & banners (if received before July 21st, 2008)
- an on-stage thank you from our MC
- 4 passes for the Green Room and invitation to post event party
- 4 'B.A.C.K. the Beach' t-shirts
- free booth space to advertise your company and or products
- exclusive space to hang your banner by the bandstand (stage)
- exclusive space to hang your banner in the press room behind interviews on camera

Please support the BLNA in its efforts to inform and preserve our neighbourhoods and waterfront.

Please BACK THE BEACH.

Sincerely,

Patricia Tabone,
Fundraising Committee member
BLNA
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