

Leading Today for Tomorrow



Sponsorship Program
2011-2012



Mayor's Youth Advisory Committee (MYAC) of Mississauga • c/o Mayor's Office, 3rd Floor 300 City Centre Drive, Mississauga, Ontario, L5B 3C1 • Tel: (905) 896-5071 • E-Mail: myac@mississauga.ca • Web: www.mississauga.ca/myac

A Letter from the Director of Finance

Dear Sponsor:

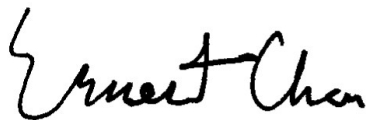
Youth benefit exponentially if they engage with their community. With this goal Mayor Hazel McCallion founded the Mayor's Youth Advisory Committee (MYAC) in 1982. MYAC has maintained Mississauga's tradition of fashioning young ambassadors and "leading today for tomorrow" for over 2 years. As a dedicated Executive Member of MYAC, I am inviting you to take part in the development of our upcoming events and together, we can achieve youth engagement.

MYAC is directly affiliated with the Mayor's Office. Mayor McCallion has strong faith in the corporate sector of our community and therefore, MYAC has thrived without any direct funding from taxpayer dollars for well over two decades. MYAC is a non-profit organization which relies solely on sponsorships, donations and the voluntary services of organizations and individuals. It certainly is a challenge to endorse the spirit of giving at a time of an economic downturn. However, as the responsible individuals and corporate role models that set the standard for the City's young and old alike, this is a challenge we put out to you to overcome. It is only through embodying this spirit of giving that businesses can truly play their part in fashioning young minds towards success and fulfill their responsibility to the City. I would like to urge you to lead by example and partner with us and together, we can build strong pillars for a community.

Please find enclosed a sponsorship package that outlines the various levels of commitment your organization can make.

Thank you for your commitment to the youth of Mississauga. For any inquiries, please do not hesitate to contact me. I look forward to your response and will follow up in the coming weeks.

Sincerely,

A handwritten signature in black ink that reads "Ernest Chan".

Ernest Chan
Director of Finance 2011-2012
Mayor's Youth Advisory Committee (MYAC) of Mississauga
ernestchan1@rogers.com

History

The Mayor's Youth Advisory Committee was founded in 1982 by Mayor Hazel McCallion as a fulfillment of an election promise. It started as an organization that met periodically with the Mayor to share youth suggestions and concerns. Today, the Mayor's Youth Advisory Committee has evolved into a dynamic group of dedicated young people who live in our city. MYAC members volunteer at numerous City-run activities, organize events such as Youth Week and are examples of the best of youth in Mississauga. At monthly general meetings, MYAC is a forum to meet new people, learn about and discuss issues affecting young people and receive opportunities to make a difference and engage with the community. Many of Mississauga's residents now recognize the Mayor's Youth Advisory Committee as Mississauga's foremost organization for youth and the best opportunity for students to make an impact in their community.

Mission

The Mayor's Youth Advisory Committee shall strive to be a dynamic, outgoing volunteer organization, which spearheads a host of beneficial community projects; actively encourages youth involvement and creates unique, constructive recommendations, while aspiring to foster a positive image for the City of Mississauga and its young citizens (Adopted October 12, 1994).



Vision

It is our belief that the youth of Mississauga should be learning how to speak up against the issues which affect them and the people around them. We believe that youth have an impact in their communities and should be recognized and respected for what they have contributed to their community. In order to succeed in our vision, the purpose of MYAC is :

- To provide the youth of Mississauga with the privilege of discovering solutions to the issues that affect our city
- To work with organizations in Mississauga to raise awareness about issues that our city faces and to encourage youth to be involved in making the community a better place
- To create opportunities for youth and plan a way to give the less fortunate youth in our community a way to engage themselves in the place they live

Goals

Create awareness of current issues in the community that affect youth.

Voice youth ideas and speak to the issues that are happening today.

Motivate youth to take action and solve the issues that have an impact on their lives and the people around them.

Involve youth from all backgrounds in the community so that they can create a network of resources and use these resources as a way to better way to connect the youth of Mississauga.

Our Events

Park Clean-Ups

MYAC members clean up Mississauga Valley Park. This helps volunteers to get to know each other, build leadership and teamwork skills and makes the park a more enjoyable place. As part of this initiative, MYAC would like to introduce a tree-planting in the month of May as part of Earth Week.

Youth Concert

MYAC is planning a youth concert held at Mississauga's Celebration Square to kick start its new term, publicly thank and promote sponsors, and promote MYAC to the youth population attending the event. After attending the event it could be assumed that participants of the event would get that chance to meet new people and be inclined to join MYAC. *New for 2011-2012!*

Volunteer Fair

MYAC holds a youth volunteer fair, twice a year, in order to encourage volunteering. The fair is designed to give youth a chance to meet with representatives of organizations and allow them to learn about the many volunteer opportunities that exist in our community as well as provide them with the necessary resources to become an active participant in the community.

Fundraisers

This year, MYAC would like to hold a series of fundraisers such as a carwash, drive-way and shoveling service. These would be small-scale events that are run by the Board of Directors and general members with the purpose of raising money.

Youth Week

Mississauga Youth Week is the largest event organized by MYAC. Youth week's objectives are to celebrate the contributions of young people, encourage the spirit of community involvement and develop confident leaders for tomorrow.

Youth Task Force Campaign

The Youth Task Force is a sub-committee of MYAC that promotes a cause affecting youth. The objective is that youth gain awareness of the cause and how to take action. This year the focus is the environment.



Past Events

10th Annual Youth Week

Mississauga Youth Week is an annual event that strives to create an atmosphere of celebration and promise for youth involvement. The festivities have included:

- **Mississauga Youth Achievement Awards**, a ceremony where Mayor McCallion and various other dignitaries celebrate the outstanding achievements of young people across the city by presenting various awards
- **Road Rush**, a City-wide scavenger hunt which involves MYAC and Mississauga Transit working together to help encourage students across Mississauga to use public transportation for a fun day of friendly competition
- **A Kick for the Path of Hope**, an annual soccer tournament that has raised thousands of dollars for various institutions such as the Trillium Health Centre, and the Hospital for Sick Children in Toronto
- **The Green Youth Arts Showcase**, an evening of the visual and performing arts exploring biodiversity and environmental awareness in Mississauga held at the "Art Trax" in Port Credit.

Stop the Silence Against Violence Concert



A concert held in 2009 to raise awareness about the increase of youth violence in Mississauga. Held on an outdoor stage at City Hall, the concert was one of the most successful MYAC events, with hundreds of guests in attendance. The event was completely planned, funded and executed by the MYAC and featured a concert of some of the most talented youth musicians in Mississauga. The event helped raise awareness and funds for various youth violence prevention groups.

Healthiness Revolution T-Shirt Campaign

In this campaign, two MYAC sub-committees, the Youth Task Force and Student Ambassadors, worked together to make this City-wide campaign a success. The event encouraged youth to live a healthier lifestyle with thousands of students wearing MYAC "Healthiness Revolution" t-shirts at their schools and signing the pledge.

Benefits to Sponsors

Businesses are increasingly supporting youth events and committees. When a business offers their goods to a committee, not only does the community and youth benefit, but it does as well. Without doubt, sponsoring the Mayor's Youth Advisory Committee (MYAC) will do the same for your business.

Sponsoring MYAC will develop an interest in the public's mind. Repetitively seeing the name of your business at a large variety of events, websites and posters will intrigue the community into finding out more about you. Customers will pay more attention to your corporation's product or service because it becomes more recognizable.



MYAC is a non-profit organization that only holds events for the benefit of the community. A business that goes out of its way to help a good cause will be respected and looked upon highly.

Corporations have morals and the desire to contribute and strengthen a social environment. By investing in MYAC, your business can have the satisfaction of broadening the cultural, educational and entertainment aspects of a community.

MYAC will take every opportunity and proudly promote the name of sponsors. Our goal is to partner with you and together we can help our city become united. We will do all we can to support our sponsors, in return.

In short, your business will greatly benefit from supporting MYAC. Sponsorship will raise the appeal of your business to the public, have your business identified with a highly respectable committee and give you an opportunity to contribute to the community through the Mayor's Youth Advisory Committee (MYAC) of the City of Mississauga.

Sponsorship Levels

The Mayor's Youth Advisory Committee of Mississauga depends on our sponsors. Below are the benefits sponsors receive for their level of support. In-kind support is also valuable and generously accepted in our sponsorship program.

Benefit	Bronze \$100	Silver \$250	Gold \$500	Platinum \$750	Title \$1000+
Hyperlinked logo on our website	X	X	X	X	X
Include promotional material/gifts with giveaways	X	X	X	X	X
Logo on MYAC Annual Report		X	X	X	X
Honourable mention at all MUAC meetings and events		X	X	X	X
Certificate of recognition from Mayor Hazel McCallion			X	X	X
Honourable mention in media releases				X	X
Logo on all MYAC sweaters and promotional material (distributed to all Mississauga high schools, libraries, and community centres)				X	X
Logo on all MYAC event banners					X
Have a representative or booth present at certain events					X

Additional recognition and opportunities may also be available at special events throughout the year. Please contact MYAC and tell us more about your organization so that we can help you make the most out of the unique opportunity to support youth engagement in the City of Mississauga!