



To Whom It May Concern:

Founded by Mayor Hazel McCallion in 1982, the Mayor's Youth Advisory Committee has maintained Mississauga's tradition of fashioning young ambassadors and "leading today for tomorrow" for over 27 years. As a dedicated executive member of MYAC, I am writing to you with regards to one of MYAC's largest endeavours: Mississauga's Youth Week 2010. This tenth annual week-long mosaic of Mississauga's spirit of giving aims to not only celebrate the extraordinary contributions and achievements of the city's youth, but also to transform today's youth into tomorrow's leaders, further the reaches of volunteerism and promote political activism on local and global issues.

Set in the sixth largest city in Canada, Mississauga's Youth Week 2010 is organized by the energetic, dynamic and visionary youth members of MYAC who channelize their efforts towards nurturing the sense of community that the Mayor has cultivated across the city for years.

Taking place at the end of May on an annual basis, the celebration hosts various activities, including: *Road Rush: Ride the Bus!*, a city-wide scavenger hunt in partnership with the Mississauga Transit designed to encourage public transit use; various sporting events which often support charitable causes; a park clean-up, and, most importantly, the *Mississauga Youth Achievement Awards*, in which the Mayor's Young Citizen of the Year Award, the Hazel McCallion Leadership Award winner, and other fantastic awards are given to honor the outstanding achievements of youth and to recognize their contributions in our ever-progressing local and global community.

Although 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 economic downturn. However, as responsible individuals and the 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, as 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. Unfortunately, Mississauga Youth Week is unable to prosper without the ongoing support of our sponsors, so I would like to urge you to lead by example and assist us in building strong pillars for a community of dynamism and optimism.

Please find enclosed a sponsorship package that outlines the various levels of commitment your organization can make. Any monetary or item donation would be greatly appreciated.

Thank you for your commitment to the youth of Mississauga. For any inquiries, please do not hesitate to contact me at (416) 702 - 2592 or at arnav92@hotmail.com.

Sincerely,

Arnav Agarwal
Director of Finance
Mayor's Youth Advisory Committee
Mississauga Youth Week 2009 Organizing Committee



Sponsorship Package

DO YOU WANT:

- Positive public exposure?
- To be associated with an outstanding cause?
- To encourage volunteerism among young people?
- To assist in the development of future leaders?
- To recognize the achievements and talents of young people?
- To help make Mississauga a better place to live, work and play?
- To support the work of Mayor Hazel McCallion's Youth Advisory Committee?



INTERESTED? READ ON!

WHAT IS YOUTH WEEK?



Founded in 2000, Mississauga Youth Week strives to create an atmosphere of celebration and promise for the future with events, ceremonies, and celebrations. During May 2010, the positive contributions that young people give to the community throughout the year will be honoured. The celebration will continue to promote youth leadership and community involvement. The festival is organized by the young people of the Mayor's Youth Advisory Committee (composed entirely of youth ages 14 to 24), which was founded in 1982 by Mayor Hazel McCallion and continues to be directly affiliated with the Mayor and the City of Mississauga today.

Objectives:

- Celebrate the extraordinary contributions that young people make to the community
- Encourage and further the spirit of community involvement and volunteerism among youth
- Develop conscientious and confident leaders and citizens of tomorrow

Events

Throughout Mississauga, Youth Week includes events organized by other community organizations that are oriented toward young people. Sponsorship will be directed to events that are organized by MYAC. Some of these events will be as follows:

Mississauga Youth Achievement Awards

At this ceremony, the outstanding achievements of young people across the city are celebrated. Mayor McCallion and other dignitaries help present The Young Citizens of the Year, a Hazel McCallion Leadership Award, and the winners of the "Visions of Tomorrow" Essay Competition. Many sponsors have chosen to fund the creation of Volunteer Awards (e.g. RBC Youth Volunteer Award) with their name attached to them as well. These awards are presented to dedicated youths chosen by the Mississauga Youth Achievement Awards Committee by the Mayor's Youth Advisory Committee. Please contact **Saquib Mian** for more details at saquib.chairperson@gmail.com or **(905) 814 7426**.

Road Rush: Ride the Bus!

To encourage the use of public transit in Mississauga, this City-wide scavenger hunt involves teams from the various high schools in the city commuting to different destinations by bus. They will reach checkpoints and compete to win the race! Mississauga Transit supports this day-long event.

"A Kick for the Path of Hope" Charity Soccer Tournament

In its fourth year, this soccer tournament has raised thousands of dollars for various charities such as the Trillium Health Centre and Sick Kids Hospital. Youth from all over Mississauga come to play soccer while raising money for a great cause.

Mississauga Art Showcase



In its fourth year, the talented artworks of the youths in Mississauga were showcased at the University of Toronto Mississauga Campus and the Clarke Memorial Hall in Port Credit. With the support of the Mississauga Art Council, this event showcases the many talents of the youths and continues to grow each year.

Other events will include numerous park clean-ups throughout the City of Mississauga.

If interested in specifically sponsoring any of the events listed, please mention so. If you have any questions about the specific events, please feel free to contact Arnav Agarwal at (416) 702-2592 or arnav92@hotmail.com.

WHY BE A SPONSOR?

- **ASSOCIATION WITH THE CITY OF MISSISSAUGA AND MAYOR HAZEL MCCALLION** – The Mayor’s Youth Advisory Committee was formed in 1982 by Mayor Hazel McCallion and works closely with her in the Mayor’s Office at City Hall.

Certificate of Recognition will be issued from the City of Mississauga

- **ASSOCIATION WITH A POSITIVE LOCAL COMMUNITY DEVELOPMENT PROGRAM** – Youth Week is entirely organized by members of the Mayor’s Youth Advisory Committee.
- **MARKET EXPOSURE** – Held throughout Mississauga, Youth Week events involve youth volunteers, performers, and award-winners and are targeted specifically toward young people.
- **PUBLICITY** - Strong local media support is given from The Mississauga News, Rogers Cable 10, and student radio stations in high schools.
- **ASSOCIATION WITH YOUNG PEOPLE-** The week is an interactive event for all young people. It helps create a positive image for the City of Mississauga and its young citizens.
- **SUPPORTING YOUTH ACTIVISM** - As a responsible corporate citizen, you value the work that local young people do for your community.

MAJOR CORPORATE & MEDIA SPONSORS

Mississauga Youth Week is organized by the Mayor’s Youth Advisory Committee of the City of Mississauga and has been supported by the following major corporate and media sponsors in the past:

Playdium
Highland Farms
United Way of Peel Region
Toronto Airport Marriott
Medtronics
Mississauga News
Solo Bell Mobility
Pizza Pizza
Enbridge Gas Distribution
Hydrogenics Corporation
Rogers Cable

Mississauga Transit
Square One
Mississauga Central Lions Club
RBC
Ontario Trillium Foundation
Mississauga Library System
Pepsi-Cola Canada
First Pro Shopping Centres
Osram Sylvania Ltd.
Enersource
AMEC

SPONSORSHIP INVESTMENT

With an investment ranging from \$100 to \$4000+, you can help Youth Week meet its objectives.

Benefits	Title	Platinum	Gold	Silver	Bronze
Logo and link appear on MYAC and Youth Week 2010 Web sites	X	X	X	X	X
Logo appears in Annual Report of Mayor's Youth Advisory Committee	X	X	X	X	X
Certificate of Recognition from Mayor McCallion	X	X	X	X	
Mentions at all events and in all media releases	X	X	X	X	
Logo appears on promotional material distributed to all high schools, community centres, and libraries in Mississauga	X	X	X		
Banners and signage at opening and closing ceremonies	X	X	X		
Company representative helps present honours at the Mississauga Youth Achievement Awards	X	X	X		
Use of Youth Week Logo	X	X			
On-site promotional opportunities	X	X			
Logo and name appear in conjunction with one day or event	X	X			
Logo appears on all volunteer & participant T-shirts	X	X			
Logo and name appear in conjunction with Youth Week	X				
INVESTMENT	\$4000+	\$2500+	\$1000+	\$500+	\$100+

WHAT DO YOU DO NEXT?

WANT MORE INFORMATION?

WANT TO PARTICIPATE?

WANT TO BE A SPONSOR?

- Decide where you might fit in with Mississauga Youth Week 2010.
- Get in touch with Arnav Agarwal for additional information or to establish your commitment to the Mayor's Youth Advisory Committee.
- Should you decide to make a financial commitment, please make cheques payable to the Mayor's Youth Advisory Committee
- Get ready for your involvement with the ninth annual Mississauga Youth Week Celebrations!

CONTACT INFORMATION

Arnav Agarwal

Director of Finance
arnav92@hotmail.com
(905) 803 - 9159
(416) 702 – 2592 (cell)

Voicemail: (905) 896-5071

Fax: (905) 896-5879

Address: Mayor's Youth Advisory Committee (MYAC)
c/o Mayor's Office, 3rd Floor
300 City Centre Dr.
Mississauga, Ontario L5B 3C1

E-mail: myac@mississauga.ca

Web: www.mississauga.ca/myac