



**Townshippers' Day 2010:  
Celebrate the Townships and Danville's 150<sup>th</sup>**

***Journée des Townshippers 2010 :  
Fêtons les Cantons et le 150<sup>e</sup> de Danville***

## **Supporting Partnerships**

**31<sup>st</sup> Annual  
Townshippers' Day  
*Journée des Townshippers***

Friday evening & Saturday, September 17-18, 2010  
Danville, Quebec

**[www.tday.ca](http://www.tday.ca)**

### **Townshippers' Association**

#### ***Head Office***

257 Queen St., Suite 100, Sherbrooke QC J1M 1K7  
819-566-5717 (toll free 1-866-566-5717)  
Fax 819-566-0271  
Email [ta2@townshippers.qc.ca](mailto:ta2@townshippers.qc.ca)

#### ***Montérégie Office***

3-584 Knowlton Road, Lac Brome QC JOE 1V0  
450-242-4421 (toll free 1-877-242-4421)  
Fax 450 242-5870  
Email [kw@townshippers.qc.ca](mailto:kw@townshippers.qc.ca)

# *About Townshippers' Day 2010*

Townshippers' Day is organized annually by Townshippers' Association and a local partner in a different part of the Eastern Townships each year.

## *Q—What is Townshippers' Association?*

**A—Townshippers' Association** is a non-profit non-partisan community organization founded in 1979. Its mission is to promote the interests of the English-speaking community in the historical Eastern Townships, strengthen the cultural identity of this community, and encourage the full participation of the English-speaking population in the community at large. It serves the 41,000 English-speaking people living in the Eastern Townships, a region larger than Belgium.

## *Q—Why does Townshippers' Association organize this event?*

**A—To help strengthen** the cultural identity and creativity of the English-speaking community in the Eastern Townships, and engage youth in community development, contributing to a more vital community.

## *Q—What is Townshippers' Day?*

**A—Townshippers' Day** is a bilingual cultural festival and information fair when English-speaking and French-speaking neighbours get together to celebrate the Townships' English-speaking community and heritage in a climate of mutual respect and friendship. Vast volunteer and partners' contributions, including organizers responsible for everything from logistics to health and security, energise the event. Details: [www.tday.ca](http://www.tday.ca).

## *Q—What is special about this year?*

**A—**Celebrating the 150<sup>th</sup> anniversary of Danville, Townshippers' Day will attract up to 8,000 visitors at the Asbestos-Shipton-Danville Elementary School, and will help support Youth Townships, a strategy to engage young people in their community. For all ages, Townshippers' Day will offer a smorgasbord of sights, sounds and activities: cultural and historical exhibits, arts performances, sports and games, artisans, environmental and economic exhibits, community and governmental services, and more.

## *Q—What impact will my contribution have?*

**A—As a supporting partner of Townshippers' Day 2010**, your company will contribute to one of the most important cultural/community events in the region, helping to celebrate the joy of living together in the Eastern Townships. The annual event has proven to benefit various sectors of the local and regional economy. Through Youth Townships, your contribution will work year-round to help improve the economic and social quality of life in the region, and inform youth of the many opportunities the Townships offer them. Your company will be recognized, by the Day's participants and many others reached by our publicity, for its genuine interest in the Townships community. It is also an opportunity to enhance your company's image and increase your sales in the Eastern Townships.

## *Q—How visible is Townshippers' Day?*

**A—It has become a media showcase.** Media partners (CBC, CJMQ 88.9 FM, Global TV, Record, Stanstead Journal, Townships Outlet and more) offer extensive publicity leading up to the event, and celebrity presence during the day. Other media, including Montreal and regional newspapers, also offer considerable coverage. Both English and French-language media are eager and willing to publicize this event.

## *Q—How can I find out more?*

**A—For information**, contact Mary Gunter at 819-566-5717 (toll free 1-866-566-5717) or [ta2@townshippers.qc.ca](mailto:ta2@townshippers.qc.ca).

[www.tday.ca](http://www.tday.ca) • [www.townshippers.qc.ca](http://www.townshippers.qc.ca) • [www.topportunity.ca](http://www.topportunity.ca)

# Recognition Policy

Supporting Partner Benefits	Contribution Amount (includes financial and in-kind services)						
	Platinum \$10,000+	Gold \$5,000+	Silver \$2,500+	Bronze \$1,000+	Partner \$500+	Supporter \$250+	Friend \$100+
Letter of appreciation from the President and invitation to Townshippers' Day	✓	✓	✓	✓	✓	✓	✓
Recognition in Townshippers' Association's annual report, and receive a copy of the report	✓	✓	✓	✓	✓	✓	✓
Complimentary membership or mailings (1 year)	✓	✓	✓	✓	✓	✓	✓
Receipt of <b>Townshippers</b> newsletter	✓	✓	✓	✓	✓	✓	✓
Recognition on <a href="http://www.tday.ca">www.tday.ca</a> for 1 year	Logo	Logo	Logo	Name	Name	Name	
Personal letter of appreciation from the solicitor/volunteer	✓	✓	✓	✓	✓	✓	
During Townshippers' Day, recognition on a prominently displayed sponsors' board	Logo	Logo	Logo	Logo	Name		
Recognition in <b>Townshippers</b> newsletter (circulation 6,000)	Ad (½+ page)	Ad (¼ page)	Logo	Name	Name		
Recognition in the program distributed to Townshippers' Day participants	Logo	Logo	Logo	Name			
Complimentary information table(s), booth space, or banner	Tables x 2 or booth	Tables x 2 or booth	Tables x 2 or booth	Banner or table x 1			
Invitation to the Opening Ceremonies of Townshippers' Day, and be publicly introduced	✓	✓	✓				
Recognition on posters publicizing Townshippers' Day	✓	✓	✓				
Link between <a href="http://www.tday.ca">www.tday.ca</a> and partner websites for 1 year	✓	✓	✓				
Customized recognition plan that best meets donor's needs*	✓	✓					
Cheque presentation and news release to media	✓	✓					
Special event for donation announcement	✓						
Where appropriate, naming of specific location or event at Townshippers' Day*	✓						

\*Please ask to see Townshippers' Association's *Partnership Policy*.

# *Townshippers' Day 2010 Partnership Pledge*

**By this pledge, Townshippers' Association recognizes:**

*(PLEASE PRINT NAME AS YOU WANT IT WRITTEN IN ALL PUBLICITY)*

Company Name: \_\_\_\_\_

as a supporting partner in the following category (**CHECK ONE**):

<i>Platinum*</i> \$10,000+	<i>Gold*</i> \$5,000+	<i>Silver*</i> \$2,500+	<i>Bronze*</i> \$1,000+	<i>Partner</i> \$500+	<i>Supporter</i> \$250+	<i>Friend</i> \$100+
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\*Please email company logo to: [ta2@townshippers.qc.ca](mailto:ta2@townshippers.qc.ca).

and agrees to provide the benefits described in this document for the chosen category of support.

\_\_\_\_\_  
Ingrid Marini, Executive Director, Townshippers' Association

**And by this pledge: (PLEASE PRINT)**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Agrees to provide the following cash, services and/or material to Townshippers' Association:

- \$\_\_\_\_\_ in cash
- In-kind contribution (describe) \_\_\_\_\_  
\_\_\_\_\_ Valued at \$\_\_\_\_\_
- Gift for the Silent Auction (describe) \_\_\_\_\_  
\_\_\_\_\_ Valued at \$\_\_\_\_\_

**SIGNED** this day \_\_\_\_\_, 2010, on behalf of \_\_\_\_\_  
Date Organization

Authorized Signature: \_\_\_\_\_ Tel. \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Please SIGN AND RETURN one copy to Townshippers' Association at 257 Queen St., S. 100, Sherbrooke, QC J1M 1K7, or fax 819-566-0271. A fully signed copy will be returned to you.

Please make the cheque payable to **Townshippers' Association**.

*Acceptance of any given partner is subject to the Partnership Policy of Townshippers' Association (available upon request).*