
From: Poverty PACC
Sent: February-19-14 1:24 PM
To: Moor, Linda
Subject: youth road hockey to committee of the whole
Attachments: road hockey sponsors.doc

I'd like to request an opportunity to address council through a short deposition in regards to requesting town fees be removed from an annual free youth road hockey event.

This event is in its 10th year , Ontario's longest, and has struggled to find a suitable location over the past few years with the construction of Riverwalk Commons removing an area of play for the event /stage and with its WinterWonderland sponsors display. For 2014 we've had a hard time finding a suitable option, leaving the event scrambling to find another location, and without a location it is hard to nail down sponsorships in time.

It is for this reason that the long time free event, open to all ages, which has rarely asked for any grant funding, needs a break, so we ask that the town not admit any responsibility in the dilemma the kids tourney finds itself to be in, but help alleviate it by waiving the town fees needed for use of the parking lot and facility.

I understand you found it in your hearts to consider \$10,000 in fees to a group of Doctors looking for a break for a do good ice hockey event they invented for homelessness? Surely you can find room in your hearts to waive several hundred dollars to be inclusive for all the youths in our town, even those who couldn't afford to attend such a spectacle.

Attached are some event history and info.

Thank-you,

Tom Pearson
www.povertyacc.com

Dear Friend,



Thank-you for your interest in the **Friendly Neighbourhood Youth Road Hockey Challenge**, Ontario's longest running ball hockey tourney, held March 15 2014 – always last Sat of March Break. We hope to attract 100 players and 200 parents and spectators / activities participants arriving at staggered times, and expect some will also participate in our on site entertainment and activities.

This event was started as part of a Community Development project in a mixed income neighbourhood to engage youth and expanded to other communities by P.A.C.C. to be all inclusive, with the idea that youths form their own neighbourhood, group or company teams, or just come out and be placed on a team or play some pick up. The event also traditionally feeds the participants snacks.

The emphasis is on friendly play over competitiveness – a tough sell to the kids at times! Ha – with an award given to the player forming the team and deemed a leader off the play grounds as well in the community.

Promotional Ad spots began running on Rogers TV “ Bulletin Board” Monday Feb 17.

The **free FNY Road Hockey Challenge** has always been a hit for the youths and we have expanded inclusion over the years by adding pick up game opportunities and areas for parents and tots to play. Hot food available to the public and free hot chocolate are also an event tradition with **Piccola Italian Restaurant** covering this for 2014.

\$500 Sponsorships are still available as we had a hard time obtaining suitable a location for 2014 for the tourney teams made up on the site for those without a team and for The Mike Thornhill Friendship Award – a cash award – given the tourney player as described earlier. With banner and booth opportunities on site.

\$1500 gets title sponsorship for 2014 – Checks payable P.A.C.C.,

Pictures and video links from the past events can be found at www.povertyacc.com/getinvolved or Google simply “Road Hockey Newmarket” – another plus, as **branding** for the sponsors via **TPE Productions** powerful search engine placements allow for long term maximum branding exposure. Simply Search “Newmarket Entertainment” for examples.

Tom Pearson, Event Organizer