



March 16, 2023

Hello Members of Council of the Municipality of West Elgin –

As you probably know, West Lorne Arena made the Top 4 for [Kraft Hockeyville](#) and we have an incredible opportunity to win the Grand Prize of \$250,000 towards upgrades to the our arena as well as host an NHL pre-season hockey game!

Since finding out last Friday, March 10, we have established an organizing committee, created a social media following and campaign for the event, conducted all pre-liminary calls with Kraft Hockeyville and partners and established conversations with all local and regional media.

We are now in full planning mode and a lot of parts are moving very fast leading up to the Rally & Voting beginning on March 31st until April 1st.

With all that said, one item that became clear was that there was no established budget available from Kraft Hockeyville for execution of any of the lead up materials or financial support for the rally party expected. All funding is expected to come from the local community.

We require the help of the community and Municipalities if we have a chance at winning Kraft Hockeyville. It is a chance of a lifetime, if we do not win, we are not able to resubmit to Kraft Hockeyville for 10 years.

Therefore, we are asking for the following support from the Municipality of West Elgin.

Facility Use for Rally & Voting Day

Beginning March 31st at 9am and ending April 1st at 5pm is the voting period. We are looking to host our voting and rally centre at the Arena on March 31st. Giving the space limitations and the number of people expected, we are looking to host the big rally and voting party at the Dutton Dunwich Community Centre on April 1st. This is where Sportsnet will live broadcast our community cheering on the West Lorne Arena.

We would require the facility rental for the full day on March 31st and if available on Thursday evening for setup if possible.

Voting Fire Tablets

During the Rally & Voting period, we would like to set up voting station at the West Lorne Arena as well as throughout West Elgin [for example at Foodland] and we are asking to borrow any Tablets/iPads used on Election Day for this purpose. Voting is all web based, no software is required to be downloaded.

Marketing & Promotional Funding

We are working hard on social media and local media outlets to help get the word out to the local community and region. In speaking with Cathy Burghardt-Jesson from Lucan, who won Kraft Hockeyville in 2018, she emphasised the importance at reaching the larger audience. We are looking to produce signage including posters and signs as well as 10,000 business cards to distribute everywhere and anywhere in Ontario. We have volunteers lined up to start campaigning.

Additionally, we want to look our best at the Rally & Voting days which will be broadcast LIVE on SportsNet. We are hoping to purchase Black & Yellow SWAG such as foam hands or Thunder Sticks to give out on March 31st and April 1st.

We have volunteers lined up to start campaigning and are also reaching out to the Municipality of Dutton Dunwich and all local service clubs and a few specific organizations for financial support as well. We are hoping that each organization can assist with \$1,000 towards these items.

Something to note, that due to the Terms & Conditions of competition, no public recognition such as logos of any support from organizations can be included on any materials.

We are SO EXCITED for this opportunity and extremely proud of how the community has rallied together to get this far!

Thank you so much for your consideration.

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