

PROMOTION

| Contact Information: | Due Date: | Cost: |
|--|-----------|-------|
| <ul style="list-style-type: none"> ▪ City of Cambridge Attn: Colleen Lichti, Recreation Co-ordinator Community Services Department 50 Dickson Street Cambridge, Ontario N1R 5W8 519.740.4681 ext. 4603 lichtic@cambridge.ca http://www.cambridge.ca/ ▪ See appendix of this section for a list of media contacts | | |

OVERVIEW:

- Promotion is essentially an exercise in communication. The role of promotion is to inform, educate, persuade and remind the public of your special event.
- Good media relations are the key to success. The media has a responsibility to readers, listeners and viewers to present material that is interesting and informative. However, they do not have the responsibility to talk about your event simply because your group has asked them to. They have an interest and a responsibility to communicate community activities to the public and they welcome your help. Yet, they are busy people and they need to be sure that when they hear from you, they are not wasting their time. When contacting the media, be sure to have the following information ready to answer:
 - What is the event?
 - Where will it be held?
 - Who is putting on the event?
 - When it will be held?
 - Why the event is being held?
- Attempting to generate publicity can be very frustrating because there will be numerous occasions when your story is not used because it was not news worthy enough or there was not enough space or time to fit it in. Therefore, it is important to understand the media and how they work.

YOUR RESPONSIBILITY:

- Promote and publicize your event using various mediums outlined in this section.

STEPS TO PROMOTION & PUBLICITY:

Promotion is made up of four different communication tools and is often referred to as the promotion mix. Your committee can use one or all of the four communication tools. The communication tools include:

1. Advertising
2. Personal Selling
3. Incentives
4. Publicity

1. Advertising

Advertising is a paid form of non-personal communication about your special event. It is sponsored by your special event and transmitted to your target audience through mass mediums (different types of advertising). For examples of advertising, please refer to the appendix of this section.

Types of Advertising:

- Television
- Radio
- Newspapers
- Magazines
- Direct mail
- Mass transit vehicles
- Outdoor displays
- Handbills
- Directories
- Internet/Computers

Some good questions to ask before designing an advertisement are:

- Have you carefully analyzed your need for advertising?
- Who is your target audience and is there a sufficient amount or should it be expanded?
- Does the advertising meet the needs (i.e. news articles, advertisements) of your target audience?
- Are the writing and graphics simple?
- Have you surveyed local advertising companies to see if they would like to receive your advertisement?
- Does your advertisement educate the public on little-known facts about your group (i.e. programs, mission, history, community service programs and volunteer opportunities)?
- Is your advertisement to the clear and precise?

2. Personal Selling

Personal Selling is direct, personal communication between your committee members and one or more prospective clients for the purpose of facilitating and expediting an exchange. Personal selling is probably the promotional form used most by public agencies. Every time your committee members interact in a professional capacity with present or prospective clientele, they are directly or indirectly communicating something about the agency and/or its services.

3. Incentives

Incentives are temporary promotions such as price reductions, prizes and special events used your committee to stimulate trial or increase usage by a client group. Incentives are especially useful when launching new programs and services or when introducing old programs and services to new client groups. Incentives add value to the program or service and therefore reduce the trial cost to clientele.

4. Publicity

Your group will most likely use publicity as their main method of communicating the special event to the public. Publicity is a cost efficient way to get your message to your audience or to help attain funding or sponsorship. Publicity is any unpaid form of news or editorial comment about your special event that is transmitted through a mass medium at no charge to the agency. Publicity differs from advertising in that it is not paid for and is not sponsored your committee. Common examples of publicity are media releases, news stories, human-interest feature stories and other items in newspapers, radio, television and magazines.

Writing a media release can be challenging. The information below has been provided to help you write a media release. For an example, please refer to the appendix of this section.

What is a media release?

- An opportune method of gaining valuable publicity.

Tips to Preparing a Media Release:

- Use 8 1/2" x 11" paper
- Type MEDIA RELEASE across the top of the page.
- Use a short and interesting title
- Contain as much information as possible in 4 or 5 paragraphs, outlining the name of your organization or event, dates, times, place and any other appropriate information.
- Include the name and position of a contact person who can be reached for more information
- Double check spelling
- Include the first names of everyone mentioned
- Be accurate with your information
- Include the sponsors name (if you have a sponsor)
- Include history of your event
- Follow up the media release with a phone call. This allows you to give the media any additional information and also ensure that they received the media release (YMCA, 1990)

WEBSITE ADVERTISING

Website advertising has gained considerable popularity in promoting special events and festivals. Most large events now have websites containing details on the event, sponsors, prizes, volunteer opportunities, contact information, etc. If you are interested in creating a website for your event, check out the following website:

<http://www.2createawebsite.com/>

In designing a website, it is important to create one that is:

- Easy to understand: clearly state what type of event it is, the details of the event, and what the event is for (fundraiser, etc)
- Easy to navigate: make sure that it is easy for visitors to find what they are looking for.
- Easy to find: make sure that your website is listed on the first or second page of one or more search engines.

EXTRA INFORMATION:

Tips for Dealing With the Media (general):

- Find out the type of material that is of interest to them.
- Follow their advice and directions. Your story may have a better chance of being publicized.
- Be brief. Space in newspapers and time on air is expensive and in short supply.
- Never ask members of the media to buy tickets for your event. They are your guests and should be given special treatment such as sideline positions or front row seats.
- Provide both the day of the week and the date of the event, instead of just the day of the week or the date (i.e. Friday, January 24, 2003). This prevents confusion about when the event is to take place.
- Establish and publicize who in your organization will be the media contact person. This provides the media and community with someone to contact in case they have any questions.
- Know their deadlines so that you know when to contact them.
- Send information regarding the event to the media as soon as possible. The sooner, the better.
- Allow the media to meet the person(s) involved with your event or organization.
- Become familiar with the various media personnel in the community by contacting them directly.
- Make time for the media; give them interviews whenever requested.
- Realize that the public's perception of an organization or an event is often decided by the media's perception of the same.

Tips for Dealing with the Television, Newspaper or Radio:

- Find out the name of an employee at your local TV, newspaper and radio station who is especially interested in what your group is doing.
- Write a letter to each of the media sources explaining the details of your special event. Be prepared if possible to supply that person with written material like a news release, background material, pictures, or a letter outlining your event/organization since most media people prefer to have written details to refer to.
- Follow-up your letter with a phone call to the media sources to make the editor aware of your event or organization.
- Concentrate on building a solid and favorable relationship with that person by keeping him or her up to date and informed.
- Provide the local TV, radio and newspaper reporter with a detailed itinerary of your special event.
- Invite the person to your event or organization to allow them to become more familiar with your operations.
- Provide the local TV and/or radio reporter with the results of your event.
- Thank the media for their involvement in the event.

Tips for Interviewing With the Media:

- Realize that what might be considered a simple conversation when you are talking with your neighbour can also be considered an “interview” when you are talking with the media.
- Remember that everything you say could appear in print or be heard on the radio or television the next day.
- Always tell the truth! If you do not know the answer, do not guess. Offer to help find it.
- Make notes of everything you want to say, including spelling out first and last names of anyone you want to mention.
- Leave your phone number in case the reporter thinks of a question later or needs more information at a later time.
- There is no guarantee the interview will result in a story. There is always a lot of material that does not get used. Keep trying!

TOURISM MARKETING

| Contact Information: | Due Date: | Cost: |
|--|-----------|-------|
| <ul style="list-style-type: none"> ▪ Cambridge Visitor Centre Attn: Jeanette Mahoney, Visitor Services Supervisor 750 Hespeler Road Cambridge, Ontario N3H 5L8 519.622.2336 ext. 2228 jeanette@cambridgechamber.com ▪ Waterloo Regional Tourism Marketing Corporation Mailing Address 79 Joseph Street Kitchener, Ontario N2G 1J2 Marjorie Wood Regional Sales & Marketing Representative 519-585-7517 ext. 23 1-877-585-7517 Toll Free mwood@wrtmc.org | | |

CAMBRIDGE VISITOR SERVICES – SERVICES OFFERED

- Event listing on www.visitcambridgeontario.com
- Brochure display at the Gateway Visitor Centre and brochure display at local festivals and events
- Access to the Outdoor Sign on Hespeler Road
- Access to the indoor reader board sign
- Tourism Counselors provide information and promote events
- Event listing submissions to the Ontario Events Guide, and other large publications on your behalf
- Staffed Visitor Information booth available on the day of your event
- If needed, serve as a permanent mailing address for events

WAYS TO PROMOTE YOUR EVENTS

- Use the Cambridge Visitor Centre logo on your brochures/press releases etc. and our 1-800 number and website for visitor information and inquiries (1-800-749-7560)
- Ticket sales at the Gateway Visitor Information Centre
- Have brochures printed well in advance of the actual event (the longer they are in our racks, the more exposure you'll have)
- Offer coupons or special discounts
- Keep your website up to date for inquiring visitors

- Forward and keep up to date a contact list of “who’s who” in your committee or organization to assist with inquiries
- Hold a media launch at the Gateway Visitor Centre
- Participate in Cambridge Chamber of Commerce promotional programs

IN ADDITION, THE CHAMBER OF COMMERCE CONTRIBUTES:

- Site for media kickoff if requested
- Use of meeting room at no charge

WATERLOO REGION WATERLOO REGIONAL TOURISM MARKETING CORPORATION (WRTMC)

www.explorewaterlooregion.com

SERVICES OFFERED

- WRTMC is the officially recognized regional tourism operation for The Region of Waterloo representing all tourism businesses within City of Waterloo, City of Kitchener, City of Cambridge, The Township of Woolwich, Township of Wellesley, Township of Wilmot and Township of North Dumfries. The WRTMC exists to market and sell our region to the rest of the world. We are a portal for our members to advertising opportunities and profile building that will drive results through greater awareness and increased visitation.
- Our goal is to provide our members with a year round menu of marketing opportunities that you can customize to meet your needs. This program allows you to plan a full year of marketing in advance and direct precious marketing dollars to offerings that make sense to your specific business. Our program offerings are targeted and focused on proven, researched demographic consumers that will have the highest impact on our region and the best results for your business.

MEMBERSHIP INFORMATION – CONTACT WRTMC FOR PRICE DETAILS

- The Full Membership fee includes a listing in our Travel Guide and a listing on our website plus event listings on the website as well as full access to all of our co op opportunities.
- The General Membership fee includes a listing on our website and event listing on our website.

CSD SPECIAL EVENTS & THE GRAPHICS DIVISION

| | | |
|---|------------------|--------------|
| Contact Information: <ul style="list-style-type: none"> ▪ City of Cambridge Graphics Division 50 Dickson Street Cambridge, Ontario N1R 5W8 519.740.4685 ext. 4060 | Due Date: | Cost: |
|---|------------------|--------------|

The following agreement was reached between Graphics & CSD:

- Graphics is willing to design & produce material for our “schedule A” events.
- Graphics is willing to meet with CSD staff or volunteers that fall under “publicity/public relations” to discuss design/layout and then design poster/pamphlet/flyer etc.
- Graphics would rather “privately produced” graphics be privately printed. (Graphics dept should not be viewed as a print shop)
- CSD staff, (the special event lead) will provide Graphics with a calendar that clearly states special event dates each year
- CSD staff & Graphics staff will reach a mutually agreed upon deadline for EACH of the events.
- Graphics requests should be geared to, but not limited to, Special Events within the City.
- All graphic requests should be directed through the Recreation Co-ordinator Staff Liaison who will contact Graphics Technician Co-ordinator – Monique Garnett ext. 4231.
- Graphics will not be responsible for adhering poster material to foam core (this action can be performed outdoors or in the Program Studio of the Centre of the Arts)
- Groups will be encouraged to “recycle” all foam core projects that remain the original 24”x 36” size (these full sheets can be re-used by Graphics) The return can be facilitated through the Recreation Coordinator.

It is Graphics desire to design promotional material for our groups as opposed to outside sources generating maps and graphics, at the same time respecting the community development model that CSD works within. (Empowering our groups to be more independent). Camera ready vs. volunteer produced material can be discussed with each event – however consistency will be more prevalent as the graphics department takes a stronger role.

2. Complete and return the Street Banner Application with proof of liability insurance and payment of \$225 +tax to the Downtown Cambridge B.I.A.
3. Your request will be confirmed by phone or in person.
4. Provide a banner to the BIA and ensure that the banner conforms to the specifications outlined on the Street Banner Application. To find out where you can have your banner made or updated, look up “*signs*” in the yellow pages.

Steps to Arranging for the Installation of a Street Banner in Hespeler (Hespeler Village BIA):

1. Contact your Special Event Liaison for a Street Banner Application
2. Complete and return the Street Banner Application with proof of liability insurance and payment of \$200 to the Hespeler Village B.I.A.
3. Your request will be confirmed by phone or in person.
4. Provide a banner to the BIA and ensure that the banner conforms to the specifications outlined on the Street Banner Application. To find out where you can have your banner made or updated, look up “*signs*” in the yellow pages.

MEDIA LIST

TELEVISION

CKCO (CTV)

Attn: Assignment Editor
864 King Street West
Kitchener, Ontario N2G 4E9
Ph: 519.578.1313
Fax: 519.743.0730
advertising@swo.ctv.ca
<http://www.southwesternontario.ctv.ca/index.php>

Rogers Cable Systems

Attn: Jeremy Clark, Regional Station Manager
85 Grand Crest Place
Kitchener, Ontario N2C 4A8
Ph: 519.893.4400 x8120
Fax: 519.893.5861
<http://www.rogerstelevision.com/option.asp?lid=14&rid=54&arid=64>

CBC Toronto (TV)

Attn: Assignment Director
PO Box 500, Stn. "A"
Toronto, ON M5W 1E6
Ph: 416.205.3311
Fax: 416.205.5808
<http://www.cbc.ca>

NEWSPAPER

The Record

Attn: Bulletin Board editor
160 King Street East
Kitchener, Ontario N2G 4E5
Ph: 519.894.2231
Fax: 519.894.3829
newsroom@therecord.com
<http://www.therecord.com/>

Guelph Tribune

Attn: Chris Clark, Editor
27 Woodlawn Road West, Unit 1

Guelph, Ontario N1K 1G8
Ph: 519.763.3333 x230
Fax: 519.763.4814
cclark@guelphtribune.ca
<http://www.guelphtribune.ca/trib/index.html>

Guelph Mercury

Attn: Phil Andrews, Managing Editor
8-14 MacDonnell Street
Guelph, Ontario N1H 6P7
Ph: 519.823.6050
Fax: 519.767.1681
www.guelphmercury.com
pandrews@guelphmercury.com

Cambridge Times

Attn: Jeff Hurst, Editor
1460 Bishop Street
Cambridge, Ontario N1R 7N6
Ph: 519.623.7395 x.215
Fax: 519.623.9155
jhurst@cambridgetimes.ca
<http://www.cambridgetimes.ca/default>

Waterloo Chronicle

Attn: Bob Vrbanar, Editor
279 Weber Street North, Suite 20
Waterloo, Ontario N2J 3H8
Ph: 519.886.2830 x229
Fax: 519.886.9383
editorial@waterloochronicle.ca
<http://www.waterloochronicle.ca/>

The New Hamburg Independent

Attn: Doug Coxson, Managing Editor
77 Peel Street
New Hamburg, Ontario N3A 1E7

Phone: 519.662.1082 x30
Fax: 519-662-3521
dcoxson@newhamburgindependent.ca
<http://www.newhamburgindependent.ca/>

SNAP Cambridge

Attn: Frank Centofanti
31-130 Cedar Street, Suite 125
Cambridge, Ontario N1S 5A5
Ph: 519.502.7272
info@snapcambridge.com
<http://www.snapcambridge.com/>

Elmira Independent

Attn: Gail Martin, Editor
13A Industrial Drive
P.O. Box 128
Elmira, Ontario N3B 2Z5
Ph: 519.669.5155 ext.106
Fax: 519.669.5928
gmartin@elmiraindependent.com
<http://www.elmiraindependent.com>

Brantford Expositor

53 Dalhousie Street
P.O. Box 965
Brantford, Ontario N3T 5S8
Ph: 519.756.2020
Fax: 519.756.4911
expnews@theexpositor.com
www.brantfordexpositor.ca/

Echo Weekly

Attn: Michelle Deveaux, Listings
Editor/Receptionist
55 Wyndham St. N.
Unit T 19B
Guelph, ON N1H 7T8
calendar@echoweekly.com
<http://www.echoweekly.com/>

Ayr News

Attn: Community Events
40 Piper Street

Ayr, Ontario N0B 1E0
Ph: 519.632.7432
Fax: 519.632.7743

Exchange Magazine

Attn: Jon Rohr
Ph: 519.886.2831
jon.rohr@exchangemagazine.com
<http://www.exchangemagazine.com/>

RADIO

AM 570 NEWS

Attn: Don Kollins, Program/News
Director
305 King Street West
Kitchener, Ontario N2G 4E4
Ph: 519.743.2611
Fax: 519.743.7510
news570@rogers.com
<http://www.570news.com/>

CKPC Radio Brantford 1380 AM & 92.1 FM

Attn: Community Events
571 West Street
Brantford, Ontario N3T 5P8
Ph: 519.759.1000
Fax: 519.753.1470
events@ckpc.on.ca
<http://www.ckpc.on.ca/>

107.5 DAVE FM

Attn: Promotions Department
1315 Bishops Street North, Unit 100
Cambridge, Ontario N1R 6Z2
Ph: 519.621.7510
Fax: 519.621.0165
<http://www.davefm.com/>

Oldies 1090 AM

Attn: Pete Travers, Program Director
255 King Street North, Suite 207
Waterloo, Ontario N2J 4V2
Ph: 519.884.4470 x237
Fax: 519.884.6482

ptravers@oldies1090.com
<http://www.oldies1090.com/>

Magic 106.1 FM

Attn: Guus Hazelaar, General
Manager
75 Speedvale Avenue East
Guelph, Ontario N1E 6M3
Ph: 519.824.7000
Fax: 519.824.4118
magic@magic106.com
<http://www.magic106.com/>

CBC Radio Toronto

Attn: Assignment Director
PO Box 500, Station A
Toronto, ON M5W 1E6
Ph: 416.205.3311
Fax: 416.205.7166
<http://www.cbc.ca>

CFRB 1010

Attn: Scott Johns, Sales Manager
2 St. Clair Ave. W.
Toronto, ON M4V 1L6
Ph: 416.924.5711
Fax: 416.872.8683
howleyg@cfrib.com
<http://www.cfrb.com/>

CKWR 98.5 FM

Attn: Naomi Pickersgill
375 University Ave. E
Waterloo, ON N2K 3M7
Ph: 519.886.9870
Fax: 519.886.0090
general@ckwr.com
<http://www.ckwr.com/>

KICX 106.7 FM

Attn: Beth Warren, Promotions
Director
490 Dutton Drive, Unit C2
Waterloo, Ontario N2L 6H7
Ph: 519.746.3533
Fax: 519.746.3364

bwarren@kicx106.com
<http://www.kicx106.com/>

91.5 The BEAT

Attn: Amanda Young, Promotions
Director
235 King Street East, Suite 120
Kitchener, Ontario N2G 4N5
Ph: 519.568.6382
Fax: 519.568.6390
info@915thebeat.com
<http://www.915thebeat.com/>

CJIQ 88.3 FM

Attn: Paul Scott, CJIQ Coordinator
Room 3B15, Conestoga College
299 Doon Valley Drive
Kitchener, Ontario N2G 4M4
Ph: 519.748.5220 x3496
pdscott@conestogac.on.ca
<http://www.cjiq.fm/>

CFRU 93.3 FM

U.C. Level 2, U of G
Guelph, Ontario N1G 2W1
Ph: 519.837.CFRU
Fax: 519.763.9603 ATTN: CFRU
info@cfriu.ca
<http://www.cfriu.ca/>

CHYM 96.7 FM

Attn: David Playfair, Promotions
Manager
305 King Street West
Kitchener, Ontario N2G 4E4
519.743.2611 x234
info@chymfm.com
http://www.chymfm.com/homepage_redirect.jsp

105.3 KOOL FM

Attn: Pete Tavers, Program Director
255 King Street North, Suite #207
Waterloo, Ontario N2J 4V2
Ph: 519.884.4470
<http://www.koolfm.com/>

Online Event Listings

| Online Source | Website | Description | Submit your event? |
|-------------------|---|--|--------------------|
| Cambridge Now | http://www.cambridgenow.com/ | An interactive guide to what is going on in the city of Cambridge; browse and post local events, found in the “Community Info” then “Events” tabs, and view a wide variety of useful information geared towards the community. | Yes |
| Dave FM | http://www.davefm.com/station/cruiser_listings.cfm | A local Cambridge radio station. Request the Dave FM cruiser to appear at your event. | No |
| Cambridge Tourism | http://www.cambridgetourism.com/asp/Events/Events.asp | A guide to the city of Cambridge that encompasses a wide variety of information regarding the city’s amenities. | “Contact Us” |
| Snap Cambridge | http://www.snapcambridge.com/ | A local newspaper dedicated to providing information on the community’s events, celebrations and everyday life in Cambridge. Submit an event through the corresponding link. | Yes |
| The Loop | http://www.theloop.ca/ | An interactive guide regarding various events in Cambridge, Guelph, Kitchener and Waterloo; “online calendar & free weekly email bulletin for local music, culture and entertainment”. | Yes |
| Rogers Television | http://www.rogerstelevision.com/option.asp?lid=4&rid=54 | A television station that focuses on your local community’s news and events. The “Community Billboard” tab provides a link to various public service announcements and local events. | Yes |

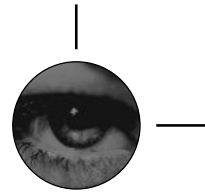
| | | | |
|--------------------|---|--|--------------|
| The Record | http://www.therecord.com/community/events/index.html | The main newspaper for all of Waterloo Region; search for events on specific days using the 7-day event calendar or browse a list of events in various categories. | Yes |
| Region of Waterloo | http://www.region.waterloo.on.ca/ | A guide to the city of Waterloo that encompasses a wide variety of information regarding the city's amenities. A list of local festivals and events can be found under the "Visiting" tab. | "Contact Us" |
| Visitor | http://visitor.on.ca/ | A guide to the Waterloo Region, Wellington County and surrounding countryside that encompasses a wide variety of information regarding each city's amenities. View event listings and submit your event through the corresponding links. | Yes |

RoadSide TV™

NETWORK

Fax: 905-333-5678

Non-Profit Group Information Sheet



Thanks for your interest in RoadSide TV. We are pleased to be a part of your community. It is part of our company mandate to be community minded corporate citizens and offer time on our unique and dynamic screens to non-profit organizations.

In order to manage the scheduling of content for the screens we have created a system designed to give as many organizations as possible access to the medium. We have set aside two spots in our rotation specifically for non-profit organizations. These spots will each appear once in every five minute rotation.

These spots consist of:

1. A "general branding" message focusing on a particular organization.
2. An event-oriented Community Calendar.

Community Calendar

- designed to promote upcoming events
- there is a corporate sponsorship tag associated with this message.
- the information is presented in a standardized text-only format.

To submit your event simply fax us the attached form. In order to ensure fair access and content accuracy, we can only accept information for upcoming events one month in advance.

"General Branding" Spot

- designed to raise public awareness.
- not event-specific.
- might include your logo, a short mission statement or key words outlining the focus of your organization.

Subject to workflow considerations, our production department will work with you to create a message. Once this message is created, it will be alternated with other messages at our discretion. If you wish to have your organization included in the rotation please fill out the attached form and fax it to us. We will contact you when we are ready to begin creating your message.

Regrettably, because of the many organizations and events that would like to appear on the board, we cannot guarantee that everyone will be up when they want to be. By regularly changing the content of these two spots, we will try to rotate through as many organizations and events as possible.

Another option available to you is to purchase time on the board as an advertiser. Subject to availability, this will guarantee space on the board if you wish to be up at a certain time of year or have a specific event you wish to promote. In this case, our Director of Sales, Sandy Bishop, would be happy to assist you with any questions you may have.

Hi there MEDIA
3190 Harvester Road
Burlington, ON
L7N 3T1
tel: 905.333.1800

RoadSide TV™

NETWORK

Fax: 905-333-5678

Non-Profit Group Data Sheet



Name of Organization: _____

Primary Purpose/Mission Statement: _____

Charity Registration #: _____ No. of years in existence _____
(If applicable)

Address: _____

Phone #: (____) _____ Web Site: _____

Main Contact: _____ Position: _____

E-mail Address: _____ Phone#/Ext: _____

Use this space to outline what you would like the main focus of your message to be. Please indicate if there is a particular time of year which is significant for your organization. We will try to accommodate you, but cannot guarantee your presence on the board(s) at a particular time.

This section does not apply to Community Calendar events

Can you provide us with elements necessary to create your message, such as logos, images etc.? Please provide contact information for creative, if applicable.

Logo

Images or video

Creative Contact: _____

Technical Specifications: We can accept images in .psd, .tif, .bmp and .jpg formats. Where applicable, we prefer files in .eps format. Eps files must be saved as no higher than Illustrator v.7.0 files. We are PC based.

I understand that the messages created for RoadSide TV are the property of Hi there MEDIA and that the frequency and context of their display is entirely at the discretion of Hi there MEDIA.

Signed: _____

Please print your name and position. _____

FOR IMMEDIATE RELEASE:

CONTACT:

Nicole Cichello Cambridge Centre for the Arts

Tel. 740 4681 ext. 4565

Fax. 624-8992

cichellon@city.cambridge.on.ca



9th Annual Cambridge Arts Festival 2003

Cambridge, ON, June 12, 2003 –

The 9th Annual Cambridge Arts Festival takes place on Saturday, June 14th, beginning at 10am. The event provides a much anticipated venue for local artists including painters, craftspersons, poets, writers, musicians etc. to have an opportunity to be seen, heard, perform or display their art form in Mill Race Park and be appreciated by members of their own community.

The day will feature a main stage at Millrace Amphitheatre highlighting a variety of local musicians, readings provided by the Cambridge Writers Collective, Visual Artists displayed along the boardwalk and an excellent Children's Crafting Area. Don't miss this free community event!

The Cambridge Arts Festival's Mandate and Mission is to ensure that all local and provincial artists have the opportunity to display their art forms in a pleasant location (Mill Race Park) to be viewed by members of their own community.

For additional information, contact: Nicole Cichello, City of Cambridge
Tel. 740 4681 ext. 4565 Fax. 740- 3011

Official Media Release



Christmas in Cambridge

WHAT

The City of Cambridge is proud to announce the very first “Christmas in Cambridge” Festival. This promises to be an exciting family event in a festive setting for the entire community, and this year’s debut theme is “*Jingle Bell Rock*”. With complete transformation into a Christmas ‘village’, the square will come alive with lights, music, activities, and so much more.

It is expected that a minimum of 3,000 residents and their families will attend this first year event.

Features of this new festival will include:

Main Stage – The “Jingle Bell Rock” main stage will be a constant centre of top quality entertainment, with such highlights as Shania Twin, Eric Traplin for the kids, Smudge Fundaes, Kidz Kidding Band and more.

Clowns in Toyland – A large sized tent will be filled with clowns performing magic tricks, face painting, and balloon shapes.

Santa’s Workshop - An imagination station, located at The Cambridge Centre for the Arts, along with a free Jump’n Bounce Castle.

Sugar Plum Tree – Sponsored by the Downtown BIA, a towering Christmas tree will become bright with beautiful lights and become the visual centrepiece of the site’s festivities. Santa and his elves will hand out toys to the first 1,000 children.

Candyland - Christmas ‘edibles’ (candies, cookies, other treats) will be displayed and handed out to guests.

Snow Mountain – Tons of snow will be trucked in to form a play area for children. The “Candy Cane Express” train will be in action all day, providing free rides for children and adults.

Beckoning Bells of Cambridge – At 5:00 p.m., the event will reach a pinnacle as *all churches across the city* sound their bells simultaneously to celebrate Christmas. Visitors at the square will share a moment of silence.

Joy to the World Record – That’s right – a world record! The City of Cambridge will attempt to break a world record for the largest group carol sing. The Cambridge Kiwanis Boys Choir will lead the crowds in 15 minutes of caroling. Following the Carol Sing guests will be encouraged to participate in a “Human Hands Chain for Peace”.

Rock Around the Rinks – With involvement of three Cambridge Arenas, families can pull on their skates in the midst of entertainment and costumed characters.

Away in a Manger Petting Zoo

The manger will include sheep, goat, donkey, lama, chickens and other manger animals.



WHERE

Downtown Cambridge at Civic Square – Adjacent to Historic City Hall

WHEN

Saturday, December 20, 2003- 9:00am Breakfast with Santa, Festival begins at 11am and runs until 6pm. For a complete program please visit www.city.cambridge.on.ca

CONTACT

Nicole Cichello – Recreation Coordinator 519.740.4681, Ext 4565
E-Mail: cichellon@city.cambridge.on.ca

NEWSLETTER

January 2004



MILL RACE FOLK FESTIVAL

Well, it's another year, and plans are underway for the 12th Annual Mill Race Festival of Traditional Folk Music.

We are hoping we can raise sufficient money to have the event extend to three days this time: From July 30 to August 1.

There will of course be music at the festival on the usual Friday evening and all day Saturday. But the Sunday is still to be confirmed, and in order to make this happen, a great deal of help will be needed to raise the funds.

VOLUNTEERS NEEDED

As well as fundraisers, we need a new Arts & Crafts co-ordinator for the festival. This is the person who keeps track of and organizes the various arts and crafts booths that happen along the street.

Anyone interested in the Arts and Crafts co-ordinator position, or anyone who can help with fundraising should contact Brad McEwen either by phone at 519-621-7135 or, for those who have email, you can email him at mill_race@yahoo.com.

General volunteers will also be required for the day of the festival --- including volunteers who wish to help on the Sunday as well as the Saturday and/or Friday.

If you are willing to volunteer even a few hours of your time during the weekend of this festival from July 30 to Aug. 1, please contact the

Volunteer Coordinator, Nadia McGill at 623-6898 or email her at kmcgill@sprint.ca

Nadia is especially looking for people willing to be Site Managers this year. Roles include assisting Site Co-ordinator by looking after a specific site and contacting the Site coordinator when anything is needed for that site. Please let Nadia know if you might be willing to do that.

FUNDRAISING CONCERT

In other news, Brad has finished lining up the acts for the Fundraiser at the Arts Theatre for Saturday March 13, 2004 and it looks like a fantastic evening is in store!

Tickets will be \$14 and will be available at the usual locations:

Brian's Foto Source, 47 Dickson Street Cambridge, the 12th Night Music stores on Carden Street in Guelph and in The Atrium in downtown Waterloo, and at MacAuley's Music at 1118 King St. E. in Cambridge.

This is our major fundraising concert, with the proceeds going toward the free festival in the summer, so we appreciate the support of the musicians and the volunteers who put on this event.

The concert includes:

Lyle Friesen and Tom Nunn: With more than 50 years of folk and bluegrass music experience, this acoustic duo recently joined forces and is building a strong following among traditional music fans. Lyle and Tom are long-time members respectively of gospel group "Five on the Floor" and award winning bluegrass band "Northern City Limits". Their music is a mix of new and old, folk, bluegrass, and jazz, occasionally venturing off the beaten track into the improvisational, humorous and inspirational.

Enoch Kent: An icon of the folk scene. Enoch had been involved in the early folk revival in the UK, and along with Ewan McColl, had founded the Critics Club which was a very important part of the resurgence of folk music in the western world. Enoch is a Scot with a gravelly voice and a huge array of traditional and original songs.

Jeremy Moyer: This performer has a new ensemble of musicians doing a fusion of various world styles, starting with his specialty, Chinese music. He is joined by Kevin Ramessar on guitar. There will also be a percussionist and others.

Rukanas: An Andes Mountain group that has been to the festival a couple of times and always delights the audience with a lively performance.

Please mark the date of March 13 on your calendar and help us out by buying a ticket.

The Galt Little Theatre will take care of the bar, as they have in the past, and it looks like a great evening.

ERNIE'S FOLK CLUB NIGHT EXPANDS!

Due to popular demand, we are going to attempt expanding the Ernie's Tavern music night sessions to both the first and the third Saturdays of each month for the next few months!

Considering how many people are coming out to those first Saturday night of the month events, we thought we would see if it would work to have two Saturdays of the month devoted to that format, rather than just one. So, hopefully, people will come ...please check out the calendar of events below.

Of course, there are many other wonderful folk events happening....

The more detailed Calendar of Events --- including all of the folk events that we know of in Kitchener-Waterloo, Cambridge and Guelph areas --- is posted on Jack Cole's Grand River Folk

Community Web site. So please check that out at:

<http://www.mgl.ca/~jhcole/grfc/grfcEvents.html>

RoadSide TVTM

NETWORK

Fax: 905-333-5678

Non-Profit Group Data Sheet



Name of Organization: Corporation of the City of Cambridge

Primary Purpose/Mission Statement: (Community Services Department)
It is the policy of the City of Cambridge to work in partnership with volunteer groups and organizations in the city in providing recreation opportunities.

Charity Registration #: _____ No. of years in existence 31

Address: 73 Water St. North, Cambridge, ON N1R 5W8
Fax: (519) 740-8011

Phone #: (519) 740-4681 Web Site: www.city-cambridge.on.ca

Main Contact: Taylor Hall Position: Special Events Liaison

E-mail Address: hallt@city.cambridge.on.ca Phone#/Ext.: (519) 740-4681 ext. 4262

Use this space to outline what you would like the main focus of your message to be. Please indicate if there is a particular time of year which is significant for your organization. We will try to accommodate you, but cannot guarantee your presence on the board(s) at a particular time.

VOLUNTEER'S NEEDED! Special Events Information Fair

at the Cambridge Centre Mall, May 15 from 11:00 am to 4:00 pm.

Come and learn about Exciting SPECIAL EVENTS happening in your community, and discover many of the volunteering opportunities!

This section does not apply to Community Calendar events

Can you provide us with elements necessary to create your message, such as logos, images etc.? Please provide contact information for creative, if applicable.

Logo

Images or video

Creative Contact: Taylor Hall, Logo and other info./pic's emailed.

Technical Specifications: We can accept images in .psd, .tif, .bmp and .jpg formats. Where applicable, we prefer files in .eps format. Eps files must be saved as no higher than Illustrator v.7.0 files. We are PC based.

I understand that the messages created for RoadSide TV are the property of Hi there MEDIA and that the frequency and context of their display is entirely at the discretion of Hi there MEDIA.

Signed: Taylor Hall

Please print your name and position. Special Events Liaison



SERVICES

SIGN AND LIGHT MAINTENANCE



60 Water Street North
Cambridge Ontario N1R 3B1
Phone: (519) 622-3510
Fax: (519) 621-9913
Email: info@downtown.cambridge.on.ca

BUS(519)650-1840 CELL(519)242-4655 FAX(519)650-5222

STREET BANNER APPLICATION

NAME OF ORGANIZATION: _____

GAMES: _____

ADDRESS: _____

PHONE: _____ FAX: _____

CONTACT NAME: _____

INSTALLATION DATE: _____

REMOVAL DATE: _____

PURPOSE OF BANNER: _____

EXACT WORDING OF BANNER: _____

LOCATION PREFERENCE: 2 MAIN STREET "CIBC": _____
44 MAIN STREET "BANK OF MONTREAL": _____

IF YOUR FIRST CHOICE IS UNAVAILABLE WOULD YOU BE WILLING TO USE
AN ALTERNATE LOCATION: YES _____ NO _____

PLEASE NOTE THAT THE BANNER MUST CONFORM TO THE FOLLOWING
SPECIFICATIONS FOR INSTALLATION:

- 4' WIDE X 30' LONG
- DOUBLE SIDED
- 8 GROMMETS ALONG THE TOP; ONE IN EACH BOTTOM CORNER
- A 80' FULL PIECE OF YELLOW NYLON ROPE THREADED THROUGH THE TOP POCKET AND A SEPARATE 80' FULL PIECE OF YELLOW NYLON ROPE THREADED THROUGH THE BOTTOM POCKET
- SEVERAL LARGE WIND VENTS OPTIONAL
- THE BANNER MUST BE MADE FROM A MINIMUM OF 22oz. MATERIAL

NOTE #1 - A COPY OF YOUR LIABILITY INSURANCE MUST BE ATTACHED TO THE APPLICATION

NOTE #2 - IF YOUR BANNER DOES NOT COMPLY WITH THE ABOVE SPECIFICATIONS, YOU WILL BE CHARGED A FEE OF \$50.00 FOR NON-COMPLIANCE. IF YOUR BANNER REQUIRES ADDITIONAL MATERIALS EXTRA CHARGES WILL APPLY.

THE DOWNTOWN CAMBRIDGE B.I.A IN ASSOCIATION WITH CAN-LITE SERVICES RESERVES THE RIGHT TO APPROVE OR REJECT ANY APPLICATION. OUR PRESENT POLICY STATES "THAT NO BANNER WILL BE HUNG DOWNTOWN THAT PROMOTES POLITICAL PARTY OR RELIGIOUS GROUP, PURPOSE OR ISSUE OR ANY TOPIC THAT MAY BE CONSTRUED AS CONTENTIOUS NOR WILL AN INDIVIDUAL BUSINESS BE ALLOWED TO HANG BANNERS FOR PROMOTIONAL GAIN." THE DOWNTOWN CAMBRIDGE B.I.A. OR CAN-LITE SERVICES MAY REFUSE TO INSTALL ANY BANNERS THAT DO NOT CONFORM TO THE ABOVE SPECIFICATIONS OR CONDITIONS. EFFECTIVE IMMEDIATELY, ALL BANNERS MUST BE INSTALLED BY CAN-LITE SERVICES. A FEE OF \$225.00 PLUS GST WILL BE LEVIED FOR INSTALLATION AND REMOVAL OF EACH APPROVED BANNER.

FOR BILLING AND INQUIRES OF PROGRAM, CONTACT CAN-LITE SERVICES.



Hespeler Village
Business Improvement Area Association
www.hespelervillage.ca
(519)740-4650 ext. 7266 P.O.Box 24152,
Pinebush R.P.O. Cambridge, Ont. N1R 8E7

STREET BANNER APPLICATION

Name of Organization: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____

Installation Date: _____ Removal Date: _____

Purpose of Banner: _____

Exact Wording of Banner: _____

Please note that the banner must conform to the following specifications for installation:

- 4' Wide x a minimum length of 30' long
- Double Sided
- 8 grommets along the top; one in each bottom corner
- A 80' full piece of Yellow nylon rope threaded through the top pocket and a separate 80' full piece of Yellow nylon rope threaded through the bottom pocket
- Several large wind vents and/or 4 elastic cords for the corners
- The banners must be made from a minimum of 15 oz. material

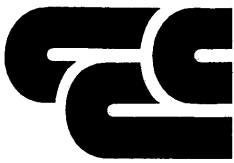
NOTE #1: A copy of your liability insurance must be attached to the application

NOTE #2: If your banner does not comply with the above specifications, you will be charged a fee of \$50.00 for non-compliance. If your banner requires additional materials extra charges will apply.

The Hespeler Village B.I.A. reserves the right to approve or reject any application. Our present policy states "**that no banner will be hung Downtown that promotes a political party or religious group, purpose or issue or any topic that may be construed as contentious nor will an individual business be allowed to hang banners for promotional gain.**" The Hespeler Village B.I.A. and our sub-contractor will not be held responsible for any damage to the banner due to wind or other storms, vandalism, or any other problems associated with banner installation. The Hespeler Village B.I.A. and our sub-contractor may refuse to install any banners that do not conform to the above specifications or conditions. Effective immediately, all banners must be installed by the Hespeler Village B.I.A. sub-contractor. A fee of **\$200.00** will be levied for installation and removal of each approved banner.

Signed: _____ Date: _____

| | |
|------------------|-------------------------|
| Office Use Only: | |
| Approved: _____ | Location: _____ |
| Dates: _____ | Deposit Received: _____ |



CITY OF CAMBRIDGE
Planning Services Department
 50 Dickson Street, 3rd Floor,
 P.O. Box 669,
 Cambridge, Ontario N1R 5W8
 Telephone: 519.740.4613
 Ext. 4612 or 4648
 Fax: 519.622.6184
 TTY: 519.623.6691

APPLICATION FOR MOBILE SIGN PERMIT

Application # _____

Date _____

PLEASE PRINT

MUNICIPAL ADDRESS: _____
 Number/Address

BUSINESS NAME

NAME: _____
 ADDRESS: _____
 CITY: _____
 POSTAL CODE: _____
 PHONE: Res. _____ Bus. _____
 Fax. _____

TENANT

NAME: _____
 ADDRESS: _____
 CITY: _____
 POSTAL CODE: _____
 PHONE: Bus. _____ Fax _____
 UNIT NO: _____

SIGN COMPANY:

NAME: _____
 ADDRESS: _____
 CITY: _____
 POSTAL CODE: _____
 PHONE: Bus. _____ Fax _____

APPLICANT

NAME: _____
 ADDRESS: _____
 CITY: _____
 POSTAL CODE: _____
 PHONE: Bus. _____ Fax _____

DATES:

FROM: _____ TO: _____

FEES SUBMITTED: \$ _____

Regulations:

- Front yard setback: Zero, but must be located on private property
- Exterior side yard setback: Zero, but must be located on private property
- Interior side yard setback: 5.0 m
- Minimum distance between signs: 50.0 m to another mobile read-a-board sign already displayed on the same property
- Maximum height of sign: 3.0 m
- Maximum sign area per face: 6.7 m²

Additional Information:

All information with regard to the lot and neighbouring lots may be necessary to determine and provide for enforcement of the Sign By-law, which is not noted herein. Flashing light(s) or sign(s) are not permitted. (Sec. 25.3, Sign By-law)

I/we agree to comply with the provisions of the Building Code as amended, zoning by-laws and sign by-laws of the Corporation of the City of Cambridge and any amendments thereto. I/we further agree that neither the granting of a permit nor the approval of the specifications nor inspections made by the authority having jurisdiction shall in any way relieve me/us from full responsibility for carrying out the work in accordance with the requirements of the by-laws above mentioned.

 SIGNATURE OF APPLICANT

 PRINT NAME

Personal information contained on this form is collected pursuant to the City of Cambridge Sign By-law and will be used for the purpose of responding to your mobile sign permit application. Questions about the collection of personal information should be directed to the City's Freedom of Information and Privacy Co-ordinator in the Public Access and Council Services Department at 519.740.4680, Ext. 4079.