

Information sent to Club Presidents of Clubs who didn't participate in 2017

Hi _____;

There's a special event happening on Sunday afternoon, November 25, at the Burlington Performing Arts Centre, (BPAC), a major benefit for Rotary "Polio Plus" eradication .

Last year "Harbourtown Sound", a wonderful men's chorus, and participant in 4 of the last 5 "World Harmony Championship" competitions, (in Las Vegas, Pittsburgh, Nashville, and Orlando), put on a Christmas concert in Burlington to benefit Polio Plus Eradication.

We had 22 Rotary Clubs all working together, and we were able to make the concert a wonderful success; in all, we raised \$21,500. for Rotary Foundation , (which with matching grants from Canada and Gates Foundation, was scaled up to \$129,000), and many Rotary families had a wonderful time at a fabulous concert; it was an exciting day to be a Rotarian, and 22 Clubs were thrilled to be a part of this success.

For this year, The Christmas concert will again feature "Harbourtown Sound", a chorus of 90 men who sing a Cappella; it will be a great day of fun, Rotary Club fellowship, and a very successful fund-raiser that will benefit *every Rotary Club that participates*.

We would like to give your Club details, and tell you how you will benefit from participating.

I would be very pleased to visit your Club if I could have 10 minutes (honest), to tell your members about this. I promise you they will be enthused. I've been a Rotarian for 43 years, and have never seen a program like this where over 20 Clubs all pulled together, and all benefited on exactly the same basis. Your District Governor call tell you all about what occurred last year. This year, our goal is to have 40 Clubs involved.

I know this is a busy time for you , (I've been President twice), but I promise I will respect your time.

Thanks for looking at this.

Sincerely,

Larry Armatage, Co-Chair,

Rotary Club of Burlington.

903-332-8709

More Details on the Concert...

Where; Burlington Performing Arts Centre

When; Sunday, Nov 25, at 2 PM

What; a multi-club Rotary fundraiser involving Rotary clubs throughout the Western GTA and the Niagara Peninsula. It is a concert by one of the world's quality a Capella choruses, featuring Pop, Rock and Broadway music..... of course, it will be Christmas music.

- **Why is Harbourtown Sound involved?** *"Harbourtown Sound" wanted to support something of importance by putting on a benefit Christmas Concert. They have selected the "Rotary Polio Plus" program as their charity of choice.*
- **Who is likely to attend the Concert?** *Our "target audience"; is Rotarians, spouses and friends primarily from Rotary Clubs within an hour's drive from Burlington.*

>Every Rotary Club that participates will receive exactly the same benefit per ticket purchased, (\$25.) and will share in the sponsorship money as well.

>There is no quota about tickets; use what you can. Every ticket purchased appreciated.

>There is absolutely no risk for Rotary; Harbourtown will pay all expenses; Renting the BPAC is expensive, and there will also be set-up charges, as well as special guest musicians fees that are part of the concert. "Harbourtown Sound" will cover all expenses. And \$25. per ticket will be going to Rotary, with NO DEDUCTIONS. Rotary Foundation will benefit from the first ticket sold.

>Here's the story on tickets.... Tickets will be priced at \$55. with \$25. going to the selling Rotary Club, and \$25. going to Harbourtown. (BPAC charges a 'will call' fee of \$5. per ticket).

>The only job for a Rotary Club is telling your members about it..... no money to collect, no tickets to be delivered. All purchases will be made at Burlington Performing Arts Centre, (BPAC), by telephone or online. Tickets will be picked up at the "Will Call" desk.

>Here's how your Club gets their money; all participating Clubs will have a number. When one of your members, (or one of their contacts) orders a ticket, your Club's number will be registered for that sale, and you will be paid the \$25. per ticket from BPAC. We hope to have over 40 Clubs participating.

>One more thought; last year, Clubs from Hamilton to Mississauga, Guelph to Acton, participated; a number made it a great Club social outing, coming early and all going out for lunch together, then on to the concert. (Free parking garage right beside BPAC, many good restaurants and pubs just around the corner).

