

17.16.

Zeinabova, Blanka

From: Parent, Geraldine on behalf of festivalsburnaby
Sent: February 10, 2017 11:11 AM
To: Zeinabova, Blanka
Subject: FW: Festivals Grant Application for Neighbourhood Block Party
Attachments: CNYCanada150.pdf; Project Proposal 2017.pdf; Festivals+Burnaby+-+Neighbourhood+Events.pdf

Email 3

From: Jonathan L Chan [<mailto:jonathanlkchan@me.com>]
Sent: January-31-17 2:15 PM
To: festivalsburnaby
Subject: Festivals Grant Application for Neighbourhood Block Party

Dear Ms. Geraldine Parent,

This past weekend, I spoke with Burnaby's city counsellor, Mr. Paul McDonell about my block party that I held last year at the Cumberland Place neighbourhood and he recommended me to submit an application for the Festivals Burnaby grant for this year's block party that I will be organizing on Canada Day, Saturday, July 1st from 4pm-6:30pm.

I attached the following documents:

- 1) The application form
- 2) Project Proposal and Budget Proposal
- 3) Last year's block party banner picture
- 4) The recent Canada 150 Chinese New Year Celebration Promo Poster as an example of sponsorship placements

Here's also a link to the youtube video of our block party from last year: https://youtu.be/1_diVouQrnA?list=PLJ4N1ZMOBYSkkbmFygJiczSNoqL_w3W6g

Thank you so much for your time and consideration. If you have any questions or would like more information, please do not hesitate to contact me.

Sincerely

Jonathan Chan
(778) 773-2552

Project Proposal: Canada 150th Cumberland Place Block Party

Dear Ms. Geraldine Parent,

Last year, we held a block party at our Cumberland Place neighbourhood. We saw 300 people come out to enjoy the festivities as we had a bouncy castle for the kids, BBQ'd hot dogs, popcorn, performances by the Burnaby North Jazz Band, neighbourhood potluck and visits from a fire truck and police patrol car.

This year we would like to make our block party special since it's Canada's 150th birthday by also bringing in a petting zoo by Aldor Acres. We are writing to you in hopes that Festivals Burnaby can support us in making this a memorable and exciting party for our diverse community by sponsoring one or more items listed on the attached sponsorship proposal. Festivals Burnaby will be recognized in three ways: 1) Festivals Burnaby's logo will be on our Facebook event page and invitations to our 5 townhouse complexes which includes 1 social housing complex and a housing co-op complex 2) on our block party banner which will be raised 3 weeks prior to the event on the corner of 16th & Cumberland St. and 3) during public announcements at the event.

Our goal for the event is to connect our diverse neighbourhood. As we mentioned above, not only is our neighbourhood ethnically diverse but we are also socially diverse. Therefore, to close the gap and reduce the inertia between the 5 complexes, we believe that one of the best ways to do this is to hold a block party especially on Canada's 150th birthday!

Our criteria to evaluate the success of this block party is through the engagement we receive through social media and invitation responses. The more we receive engagement, the more we believe the event is a success.

Sincerely,

The Cumberland Place Community

Projected Budget

Budgeted Expenses	
Bouncy Castle	\$500
Petting Zoo	\$1,050
Popcorn Machine & Accessories	\$300
Hot Dogs & Condiments	\$500
Printing Promotional Material	\$100
Table Rentals	\$300
Tent Rentals	\$300
Budgeted Revenues	
Potential Sponsorships	\$2,000