

Thank you!



Dave O'Brien
Hazel McCallion Foundation for the Arts, Culture and Heritage
350 Burnhamthorpe Road West, Suite 602
Mississauga, ON L5B 3J1

December 12, 2024

Dear Dave,

As Chairman of the gala committee, I'd like to personally thank you for the Hazel McCallion Foundation for the Arts, Culture and Heritage's support of *the Credits* 2024 as sponsor of the Heritage Lifetime Achievement Award. It was great to have your support and I wanted to provide you with some benefits of your sponsorship and highlights from the evening:

- 49 nominations received from diverse sections of the city.
- 450 guests attended the event.
- Valuable sponsorship dollars raised in support of the Heritage Resource Centre

The event was a great networking opportunity and a glittering success; the funds you helped raise went to support various programs and services offered by Heritage Mississauga. The value of your generous sponsorship of \$1,600 gave Hazel McCallion Foundation for Arts, Culture and Heritage:

- Association to the prestigious *the Credits* brand of over 123,408 impressions in 2024.
- Logo exposure on all social media networks
 - Heritage Mississauga website and event website: 10,000
 - Email communications: 18,169
 - X (Twitter): 8,639
 - Facebook: 43,374
 - Instagram: 17,576
- Logo exposure at the event resulting in an estimated reach of 25,650.
- \$100 donated in your name to the silent auction at the event, which contributed to the net profit and success of the event.
- A VIP table of 10 for you and your guests
- The opportunity to present an award.





Heritage Mississauga provides great value for your sponsorship dollars and both the organization, and I look forward to working with you in the future. Thank you again for your generous community engagement and philanthropy; we greatly value your contribution towards this year's successful event for Heritage Mississauga. For more information on the event please check out the event specific website at: thecredits.strikingly.com

Plans are already under way for the 2025 awards, and we hope we can count on your support for next year's event. We look forward to contacting you in the New Year to determine how we can work together to achieve your corporate goals, to strengthen and sustain both organizations.

Kindest personal regards,

Luz Del Rosario
The Credits Chair
Board Director, Heritage Mississauga
The Credits 2024

