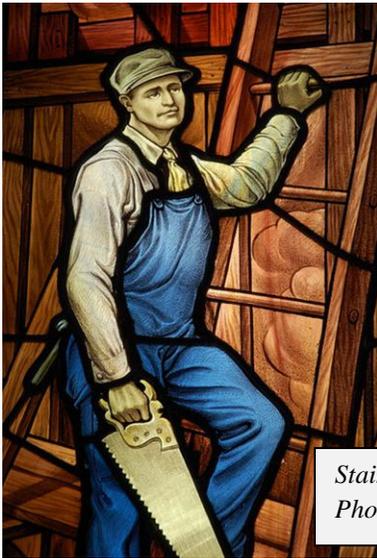


Affiliate with Other Leaders Driving Hamilton's Renewal Economy

Background



[Renew Hamilton](#) is a community-based initiative operating under the auspices of the Hamilton Chamber of Commerce and in cooperation with myriad public and private sector partners.

Our mission is to document, promote and accelerate the regeneration of Hamilton's built and natural environments, with a particular focus on downtown Hamilton and adjacent neighbourhoods.

The goal is to help regenerate Hamilton's restorable assets — historic buildings, heritage neighbourhoods, cultural amenities, existing infrastructure and natural landscapes.

*Stained glass artwork illuminates the inside the restored Pigott Building, downtown Hamilton
Photo by Ralf Nowak from Flickr*

A number of factors are driving the rapid growth of Hamilton's **renewal economy**, including:

- Recognition of the **inherent value** of Hamilton's rich inventory of unique community assets concentrated in our downtown and adjacent neighbourhoods.
- Government policies and programs that are encouraging the **intensification** of downtown Hamilton — greater intensification is more cost efficient over time (energy conservation, municipal services, public and private transportation, etc.).
- Market demand for **unique real estate** (commercial and residential) in downtown Hamilton.
- Need to rehabilitate Hamilton's **aging infrastructure**, particularly in downtown Hamilton.
- New and emerging **business and employment opportunities** directly tied to preserving, restoring and reutilizing under-performing historic assets.
- Growth in the acceptance of the long term benefits (economic, social and environmental) derived from **sustainable development** — the cornerstone of green growth occurring in cities worldwide.

Purpose of Speaker Series

The purpose of the Renew Hamilton Speaker Series is three fold:

1. To increase awareness and understanding of current urban renewal principles and practices based on the regeneration of our built and natural environments.
2. To boost the quantity and quality of renewal activity in Hamilton, particularly in our downtown and adjacent neighbourhoods.
3. To provide an added revenue stream to assist with the work of The Renew Hamilton Project operating under the auspices of the Hamilton Chamber of Commerce.

Guiding Principles

The key principles guiding the development and delivery of the speaker series include:

- Align with the mission, vision and values of The Renew Hamilton Project.
- Align with the work of the Hamilton Chamber of Commerce (the Organization of Record for Renew Hamilton) as it continues to unfold under the Chamber's new priority theme: 'Growing Hamilton's economy through smart green infrastructure.'
- Focus on discussion themes that relate to tangible renewal opportunities and challenges in Hamilton.
- Provide series sponsors with tangible returns on investment.
- Engage top flight thought leaders and practitioners as session panelists and presenters.
- Create an informal format that invites open interaction among panelists and audiences.

Target Market



The series is designed to appeal to a select cohort of local leaders with a track record of civic engagement in our community — i.e., thought leaders and decision makers. Key prospects include:

- Business leaders
- Civic leaders
- Developers and contractors
- Philanthropists
- Investors

*Lobby artwork inside restored Pigott Building celebrates enterprise in Hamilton
Photo by Ralf Nowak from Flickr*

Marketing Plan

Given that the series is highly targeted, the marketing plan will focus on five core strategies:

- Personalized invitations
- Peer to peer connections
- Word of mouth
- Links to more detailed background information on RH website
- Complementary media and public relations activities designed to boost public awareness of Hamilton's renewal economy

2012 Program Specifics

No.	Date	Theme	Guest Panelists
1.	June 21	Inspired Public Spaces — restoring the vitality, relevance and sustainability of the public realm (will include a focus on The Gore district in downtown Hamilton)	Udo Schliemann, Design Director, Entro G+A Communications Dieter Grau, Atelier Dreiseitl, Germany Ken Greenberg, Greenberg Consultants Inc.
2.	September	Navigating Hamilton — mobility options and wayfinding in Hamilton	In development
3.	November	Reclaiming Abandoned Places — repurposing Hamilton's vacant buildings and properties	In development

Series Moderator



Christopher Hume
Urban Issues Columnist
The Toronto Star

Christopher Hume is the architecture critic and urban issues columnist of the Toronto Star. In 2009, he won a National Newspaper Award, Canada's highest award in print journalism, for his columns about architecture and urban affairs. Since the 1980s, when he began working for the Star, he has received five NNA nominations. In 2009 the Royal Architectural Institute of Canada gave Hume its President's Award for Architectural Journalism. He has also received a certificate of appreciation from the Ontario Association of Architects. His book, William James' Toronto Views, won a Toronto Heritage Award in 2000 and in 2004 he received a Landscape Ontario award. Hume was named Toronto's best newspaper columnist by NOW magazine in 2005 and Eye magazine in 2006. In 2009, Hume hosted and wrote a one-hour special about Canadian cities for CBC TV's flagship series, The Nature of Things. Christopher Hume appears frequently on radio and television as a commentator on city issues.

Sponsorship Levels and Related Benefits

GOLD \$15,000/year | covers three events

- Prominent name and logo recognition embedded in the series title — i.e., ‘Renew Hamilton Speaker Series presented by (sponsor name)’
- Prominent recognition in all key communication elements, including:
 - VIP invitation addressed to recipients — personalized approach
 - Customized poster for display in the community
 - Renew Hamilton website and series-specific section of website
 - Media kit
- Six (6) complimentary tickets for each of three speaker series events
- Opportunity to introduce series moderator Christopher Hume and event theme at the beginning of each event
- Opportunity to participate in pre-event media interviews (local and regional)
- Prominent corporate display at each speaker series event
- Prominent logo placement on event banners
- Photo album from each event

SILVER \$10,000/year | covers three events

- Secondary recognition in all key communications elements, including:
 - VIP invitations addressed to recipients — personalized approach
 - Customized poster for display in the community
 - Renew Hamilton website and series-specific section of website
 - Media kit
- Four (4) complimentary tickets for each of three speaker series events
- Corporate display at each speak series event
- Logo placement on event banners
- Photo album from each event

AUDIO VISUAL \$6,000/year | covers three events

This sponsor will help underwrite costs associated with on-site AV at each event

- Tertiary recognition in all key communications elements, including:
 - VIP invitations addressed to recipients ~ personalized approach
 - Customized poster for display in community
 - Renew Hamilton website and series-specific section of website
 - Media kit
- Two (2) complimentary tickets for each of three speaker series events
- Logo placement on event banners

ENTERTAINMENT \$6,000/year | covers three events

This sponsor will help underwrite costs associated with onsite entertainment at each event

- Tertiary recognition in all key communications elements, including:
 - VIP invitations addressed to recipients ~ personalized approach
 - Customized poster for display in community
 - Renew Hamilton website and series-specific section of website
 - Media kit
- Two (2) complimentary tickets for each of three speaker series events
- Logo placement on event banners

Sponsorship Rationale

- Affiliate with other leaders driving Hamilton's renewal economy — a jobs and prosperity generator
- Improve the overall market values and attractiveness of Hamilton's downtown and adjacent neighbourhoods
- Increase your brand exposure through an integrated communication and engagement program
- Share your efforts to help advance urban renewal in Hamilton
- Contribute to the renewal cause

Contact

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chamber of commerce
your voice in business

**Renew Hamilton operates under the auspices of
the Hamilton Chamber of Commerce**

To learn more contact **David Adames**, President and CEO
d.adames@hamiltonchamber.ca | 905-522-1151 x 229

**A special thanks to [Entro | G+A Communications](#) — a member of the Renew Hamilton team —
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