



Cathy Saunders, City Clerk  
The Corporation of the City of London  
300 Dufferin Ave  
P.O. Box 5035  
London, ON N6A 4L9

January 9, 2014

Dear Ms. Saunders,

United Way London & Middlesex would like to apply to City Council for the United Way Campaign Launch & 3M Harvest Lunch to be declared as a City of London Day at the Budweiser Gardens. We understand that there are limitations in terms of the number of available days and how many times an organization can apply within a five year period. However, we kindly request that the City consider an exception in the event that you have an extra day available for 2014.

The United Way Campaign Launch & 3M Harvest Lunch is scheduled for Wednesday September 17 2014. The Budweiser Gardens becomes a very social atmosphere filled with a wide cross section of 3000 members of our community in attendance, from clients of United Way funded agencies to business and community leaders. The event draws significant media interest from all major media outlets who attend to report the announcement of our annual Campaign goal to the public.

Declaring the event a City of London Day will help us keep event costs low so we are able to invest more in our community. We would be pleased to recognize your support through City of London logo recognition in our event materials and an opportunity for the Mayor or designate to participate in the event program. In addition as an event sponsor you would be eligible to receive 10 promotional tickets for your staff to attend the event.

Thank you for your consideration.

Kelly Ziegner  
Director, Communications  
United Way London & Middlesex