



Finance and Administrative Services Committee
c/o City Clerk
PO Box 5035
London, On
N6A 4L9

October 4, 2012

Dear Finance and Administrative Services,

Thank you for being open to receiving information about The Pledge 2012 Campaign. I am energized to work for a company that is willing to take on such a devastating social issue and provide some help to thousands of people. My hope is the City of London would consider becoming a sponsor of this campaign and stand united with CTV, local school boards, community organizations and stand up against bullying.

The Pledge is an anti-bullying campaign that galvanizes communities and encourages thousands of people to take *The Pledge* to end bullying in schools, in the work place and in homes. Through partnerships with school boards and community partners, our goal is to bring this interactive campaign to four regions including London, Windsor, Kitchener-Waterloo and Barrie. We launched www.thepledgetoendbullying.ca on October 1, 2012 . To date over 22,000 people have taken The Pledge.

To become a sponsor of this campaign we can offer you two (2) different opportunities.

- 1) Silver Sponsor: Includes all aspects of :30 branding campaign for sponsor \$10,000
- 2) Bronze Sponsor: Includes all aspects of :30 branding campaign for sponsor \$5000

Both of these sponsorship packages include logo placement on www.thepledgetoendbullying.ca and we can provide descriptive messaging to best highlight your organization. More information about what these sponsorship packages entail is attached to this letter.



CANADA'S OLYMPIC NETWORK

If the City of London were to become a sponsor of *The Pledge* you would directly be sending the message to your hundreds of employees that bullying in the workplace is not tolerated. The City of London would be standing amongst leaders who started this message of hope here in our forest city and can proudly stand beside the Thames Valley District School Board, The French-Catholic District School Board and The London Catholic District School Board who have committed that bullying will no longer be accepted in our school systems and we will take action if it does.

I appreciate your consideration of this request and if you require more information about the campaign please contact our Community Relations Coordinator, Mandi Fields mandi.fields@bellmedia.ca or 519-686-8822 x7243

Sincerely,

Hubert von Wuthenau

Account Executive CTV London

519-686-8822 x7302

Hubert.vonwothenau@bellmedia.ca

A handwritten signature in black ink, which appears to be 'Hubert von Wuthenau', followed by a long horizontal flourish.