It’s a great pleasure for me to introduce the 2015 Winter Edition of *TOPartnerships*, the City’s e-newsletter about its partnering activities and opportunities.

I have long appreciated the positive impact of partnerships in our city. Based on my experience in business, professional sports, and city building, I have found partnerships to enrich our community: emotionally, intellectually, and economically.

I have devoted a good part of my adult life to finding ways to assist those struggling to succeed and that is something our city government has a duty to do as well. In an effort to build one Toronto the City established the Toronto Office of Partnerships, which serves to sharpen our practices, broaden and increase our partnership base, and smooth the way for our public and corporate partners.

These partnerships, worth more than $25 million in 2013, enhance existing City programs and services to our residents. They bring computers and internet to lower income kids. They provide access to the arts with Nuit Blanche. They build community gardens and revitalize rinks. They’ve built a children’s garden on Centre Island and are supporting community activities during the PanAm/ParaPan Games.

All of these successes contribute to making Toronto a more exciting place to live, work, and play. One Toronto that we can all be proud of.

Now, the City is taking the next step forward in promoting the reward of partnerships. As you’ll read below, we are introducing a catalogue of partnering opportunities. This will cut the red tape to partner with the City of Toronto and contribute to the growth of our community.

Sincerely,

Mayor John Tory
New Partnership Opportunities Available

The Toronto Office of Partnerships has helped more than 500 large and small organizations successfully support popular City of Toronto programs, events and facilities.

Through these collaborations our partners have advanced their interests while enriching the lives of Torontonians.

Now it’s Even Easier to Partner with Toronto

The City has created an easy-to-use Partnerships Inventory, brimming with details about the many festivals, programs and initiatives available to potential partners. It allows donors and sponsors to zero in on the opportunities which best serve their goals.

IT’S A WIN-WIN. You’ll be fostering opportunities for residents, building prosperity and contributing to a more beautiful, livable city. And your brand will reach hundreds of thousands of people, while being recognized for supporting an initiative your organization believes in.

Among the great partnering possibilities:

• In 2014 the City identified Neighbourhood Improvement Areas (NIAs) in need of program and capital resources. Over the next five years the City will focus on these NIAs and work with public and private sector partners to create new Partnerships, identifying suitable Opportunities and create an enduring Legacy – or POL. These may include new youth hubs with computers to do homework or find a job, recreation and cultural spaces, leadership development programs or new programs for families.

• Recipe for Community “R4C” brings together donors, sponsors and residents to invest in four key community “ingredients”: food, convening, youth engagement and neighbourhood beautification. R4C creates employment and skills development programs, youth leadership development, arts and cultural programs, sports programs, revitalization of community spaces’ and builds community vitality and strength.

• TheatrePlace is a new program that will create community gathering spaces in Toronto. Each TheatrePlace will be equipped with everything needed to screen an outdoor movie or showcase a live performance. Surrounded with naturalized seating and plants these spaces will become community gathering spaces ready to view the Pan Am Games or showcase a Spoken Word Contest.

• Toronto - Cardiac Safe City is a program that works with public and private partners to provide quick and easy access to life-saving Automated External Defibrillators (AED’s). The goal is to work with partners to put an AED in every public building, facility and event, increase the number of trained Targeted Responders and increase public awareness so Torontonians recognize the signs of cardiac arrest and know what to do.

• “Bicycle Chain” is a new City of Toronto program which will provide access to bikes, safety lessons and help young people gain employable skills through basic bike mechanics training and leadership development. The 2015 goal is to create 10 community bicycle hubs throughout the city.

• Toronto is investing in its entrepreneurs by providing support programs to help them succeed and grow. In 2015 we are looking to work with sponsors and donors to offer a specialized young entrepreneurs programs, business boot camps, and entrepreneur networking opportunities.

• The City of Toronto produces more than 30 dynamic and innovative festivals and events each year. Our festivals and events include; Winterlicious and Summerlicious Doors Open Toronto; Canada; Cavalcade of Lights and Nuit Blanche. In 2014, more than 1.5 million people participated in Toronto’s festivals and events.
Our donors and sponsors are thrilled about their investments because they make our great city even greater. In addition, donors may be eligible for a charitable tax receipt while sponsors benefit from a variety of integrated marketing and promotional opportunities and gain direct access to Toronto’s culturally-rich and diverse population.

Be part of the Toronto success story. This glittering array of opportunities will expand as the new Mayor and Council set their priorities over the next four years. And the Toronto Office of Partnerships will be there for you to serve as the essential one-stop shop for rewarding partnerships.

Watch for the next TOPartnerships for more great opportunities.

Partnership News

Pan/Am Showcase Events Offer Great Partnering Opportunities

As the Host City of the 2015 Pan Am/Parapan Am Games, Toronto will welcome more than 10,000 athletes, coaches and officials and approximately 250,000 spectators.

Partners can get involved through The Showcase Program. It offers many opportunities to be part of the Pan Am experience by supporting projects and initiatives which boost economic development and tourism, foster sport development and healthy living, increase resident engagement in the Games, deliver cultural celebrations and extend the benefits of the TORONTO 2015 Games across the city.

For more information: Pan/Am Showcase Events

Petsecure chips in for the Chip Truck

The Toronto Office of Partnerships has helped secure a sponsor for Toronto Animal Services’ Chip Truck, a mobile licence and microchip clinic for cats and dogs. Petsecure is Canada’s oldest and largest pet insurance provider. The company also provides discounts to Toronto dog and cat owners through the BluePaw pet licensing program.

For more information: The Chip Truck

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