

BUILDING FUTURE JUNIOR WORLD CHAMPIONS



PRO-AM PLANNING GUIDE



Tennis Matters Fundraising





OTA
ONTARIO TENNIS ASSOCIATION
PRO-AM
FUNDRAISER
★ ★

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WHY WE ARE HERE

Tennis begins with love. AUTHOR UNKNOWN

The Ontario Tennis Association (OTA) is tasked not only with promoting the sport of tennis province wide, but with supporting and sponsoring junior development, primarily Ontario's top Under 14 athletes. In order to do this, the OTA must provide these young athletes with international training and competitive opportunities. If Ontario athletes are to compete with the best in the world, then they must train with the best and measure themselves against the best!



Once an Ontario Junior is selected by the OTA's Player Development Committee, they face a whole new level of training and competition. These young athletes are required to assume a greater degree of responsibility for their own training and development than at any point in their fledgling careers. Each of these elite young athletes and their coaches are required to submit an annual training plan, as well as outlining events they would like to compete in such as ITF, COSAT, ETA and USTA events.

Funds raised at the OTA's Annual Pro-Am Fundraiser will be directed toward providing Ontario athletes with the following international opportunities:

THE FLORIDA CIRCUIT

This is where the world's top juniors compete annually. Top teams / players from Asia, Europe, North and South America compete in one of the leading international junior circuits in a six week tour comprised of three weeks of training at premier Florida tennis Academies, followed by three weeks of intense competition at events such as the Eddie Herr International, the Prince Cup and the Junior Orange Bowl.

TENNIS EUROPE TOUR (ETA)

These events have launched the careers of top international stars such as Roger Federer, Andy Murray, Andy Roddick, Maria Sharapova and Justine Henin. ETA events are a necessary step in the development of Ontario's rising stars. During the eight weeks of the ETA Tour, players spend four weeks at Bob Brett's Academy in San Remo, Italy, followed by four weeks of competition in ETA sanctioned events.

UNITED STATES TENNIS ASSOCIATION (USTA) AND INTERNATIONAL TENNIS FEDERATION (ITF)

These events allow our players to train alongside the best US juniors at the future Stars National Training Centre in Boca Raton, Florida and at the new USTA National Training Centre. OTA funding allows our players to have an outdoor training base in Florida for two, two week periods annually, along with competitive opportunities in USTA sanctioned competitions.

If Ontario players, and ultimately our Canadian players, are to be successful against the best in the world, these training and competitive opportunities are a necessary part of their professional development. But like everything else these opportunities require considerable funding. The Ontario Tennis Association is grateful for the support of our sponsors, and to all who contribute door prizes and silent auction items to our Pro-Am. We also greatly appreciate the support of our partners and our Hosting Clubs. Most importantly, the Association is grateful to the Ontario Tennis Community for supporting this event and our young players by your presence at these Fundraising events. The Ontario Tennis Association fully supports junior tennis in Ontario at all levels. We are glad that the tennis community supports it as well.



Volunteers are key to running a successful fundraising event. Shown above are the ladies from the OTA's inaugural Pro-Am event held June 12, 2010 at the Thornhill Golf and Country Club. Pictured left to right: Kim Fraser, Anka Magnus, Lucy Barberra, Flora Karsai and Sarah Gray.

HOW TO USE THIS GUIDE



In 2010, the OTA raised over \$30,000 for Under 14 development thanks to the inaugural Pro-Am event and the efforts of countless OTA volunteers and staff along with our Host Club the Thornhill Golf & Country Club. It is hoped that each year the event will attract more tennis enthusiasts and will encourage other prospective Clubs to step forward to host this event. By rotating the fundraiser each year across a number of high profile Clubs in Ontario, the OTA will be more successful at generating continued energy and enthusiasm which should in turn generate more funds to directly support our young players.

This guide was developed after months of hands-on project planning and preparation work was completed for the inaugural OTA Pro-Am fundraising event. It contains key responsibilities and tasks that need to be completed by both the OTA and the Host Club.

The Host Club will benefit by reading this guide and ensuring they understand the requirements and expectations of hosting such a prestigious charitable fundraiser in Ontario. The guide will be helpful for the Host Club to fully prepare and contribute to making the event as successful as possible. Good Luck!

A full resource kit can be provided to the Host Club once planning for the event begins.

ROLES AND RESPONSIBILITIES

The Roles and Responsibilities have been divided into those tasks to be completed primarily by the OTA office staff and volunteers, and those that need to be completed by the Host Club. Details of all the tasks can be found later in this document.

OTA RESPONSIBILITIES

The role of the OTA is to oversee and provide project management guidance for the overall execution of the event, from the initial booking of the Host Club, to the planning and coordination of critical path tasks leading up to the day of the event, to the post review and follow-up after the event has completed. The OTA cannot be successful without close cooperation of the Host Club with all these tasks.



HOST CLUB RESPONSIBILITIES

The Host Club is a key contributor to the success of the event, as and such, needs to be fully engaged from the start of the planning process right up until the day of the event. The Club is chosen based on a number of criteria:

- 1** Location of Facility and proximity to large population areas in order to attract players and philanthropists
- 2** Number of tennis courts available for play (ideally 4+ courts), with proximity to an indoor tennis facility within 20 minutes of the club in case of rain
- 3** Availability to seat and feed 150+ dinner guests using in-house food management services
- 4** Existence of a large and energetic tennis membership base willing to contribute to the planning and execution of the fundraiser
- 5** Availability of at least one in-house Tennis Professional to assist with recruiting prospective Pros and Amateurs to participate in the event
- 6** Availability of other facility amenities such as A/V equipment, tables, screens, access to wired and/or wireless internet for payment processing, adjoining event rooms that can be used to host the silent/live auction components of the event, etc.



Pro-Am banner is prominently displayed at the Thornhill Golf and Country Club

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EVENT OVERVIEW

An otherwise happily married couple may turn a mixed doubles game into a scene from “Who’s Afraid of Virginia Woolf”. ROD LAVER

This section breaks down the key components that make up the event and describes them in more detail.

TOURNAMENT FORMAT



Sample Score Board created for the Pro-Am event

The Pro-Am event is run using a doubles round-robin format, typically with a maximum of 16 Am players and 8 Pro players using 4 courts. With this format, the Pro-Am can be completed over the course of a 3 hour period in the afternoon still allowing all participants to shower, change, and attend reception, auction and dinner components of the event that evening. If more courts are available then the participation can be increased accordingly. The OTA will always plan for contingency courts at an indoor facility in case of rain, so this also needs to be factored into the format and size of the tournament.

EVENT DAY SETUP



The display setup for the LIVE auction component of the evening. Manual bids are taken for these items, and the LIVE auction continues during the dinner portion of the event.

The Silent Auction Team assigned to the event day setup will need access to the Host Club early the morning of the event, typically by 8am. Ideally, any equipment, supplies and auction items can be delivered and stored at the Club the day before to make the setup day a little less hectic. Tasks requiring attention in the morning are:

- 1 Organize and decorate silent auction area. The Host Club will have already setup the display tables ahead of time with appropriate tablecloths and in the correct configuration. The OTA supplies all the acrylic display-sheet mounts and will bring all the required props necessary to make the auction item display attractive and appealing.
- 2 Courtside, a separate team will configure the registration desk and be prepared to register players by noon. If there is a Pro-shop near courtside, then the Club Pro will make arrangements to possibly sell equipment, strings or provide demo racquets for those players interested. The Host Club will also be asked to provide light refreshments (sandwiches, drinks, light snacks) courtside for the duration of the tournament.
- 3 Decorate the dinner tables with the acquired centerpieces that are given away at the end of the evening. This team will also ensure the silent auction bid cards and pens are placed at each table long with the table number cards. They will also ensure the list of guests assigned to table number have been posted on easels at the entrance reception area for easy reference.

SILENT AND LIVE AUCTIONS

The Silent and Live Auctions are critical fundraising components of the event, and therefore planning and setup is extremely important. In addition to the display tables mentioned above, there are four separate teams involved in the successful execution of the auction fundraiser:

- 1 Silent Auction Plus (SAPlus) is a third party that is typically hired to oversee and operate the bidding component of the silent auction. By hiring SAPlus, they have been found to enhance the fundraising opportunities in all respects. Once all the manual bidding has taken place (by the end of the reception hour), the bid sheets are handed over the SAPlus, who enter the last bids into their software system. From this point on, all the bids are displayed on one or more large screens that have been strategically placed in the dining area. This allows the guests to continue bidding on the items during the dinner portion of the evening. This in turn generates more fundraising revenue by encouraging some light-hearted competitive bidding amongst all the guests.
- 2 Working closely with SAPlus are the volunteer “runners”. These are young adults, typically girls and boys in the 15-18 year old range, who engage the guests during the dinner and encourage them to keep bidding on items they want. Bid cards are placed at each table and guests are requested to record their new bids on the cards and hand them to one of the runners. These runners in turn will take the bids to the SAPlus team sitting with their computers around the dinner area. These new bids get entered into the software system which in turn displays the latest bid on the large screen(s) placed around the dining area. Guests can at any time see what the latest bid is for a given item.
- 3 During the dinner, a separate Live Auction is held making available four to six items of particular interest to the guests. All guests have a chance to manually bid for these items in the designated auction area during the reception, but further bidding is encouraged by the Emcee during the “Live” portion of the bidding, typically lasting about 15 minutes. Once the winners have been identified, they can proceed to payment processing.
- 4 The Payment Processing team is crucial to ensure all guests are able to quickly pay for their silent and live auction items once the bidding comes to a close. Once the silent auction bidding is closed and bids are “frozen”, SAPlus tallies the results and produces an electronic report that can be used by the payment processing team located near the Club exit, to receive payment via major credit card. The OTA will arrange for two or three “checkout” lines to expedite the payment processing. Payments are taken electronically online via the OTA’s Moneris website. For the Live Auction component, bidders take a receipt of their winning bid(s) to the payment checkout table and pay for those items separately.
- 5 Once payment is made, the guest can then proceed to the prize collection area where a separate team will distribute the items.



Silent Auction table setup on event day



A typical dinner table setting, the centerpiece, table number card and the bid cards used by the guests to continue bidding on the silent auction



Silent Auction manual bid table showing display sheets, prizes and bid sheets ready for guests to record their bids

RECEPTION



Registration table greets guests as they arrive

The reception component of the day typically will run 4:30 to 6:30pm and include access to a cash bar. During this timeframe, guests will start to arrive and will be asked to “check in” at the reception desk. No event tickets are issued, so a guest list is provided to the reception desk allowing them to confirm that the guest has indeed registered and paid for their dinner. For last minute attendees, payment can also be made on site via the Payment Processing team using any major credit card.

In the past, the reception component has included a wine tasting venue (eg: Beringer Winery) and also some light entertainment (piano player or other instrument or recorded music) to add to the atmosphere of the evening. This is arranged with the Host Club well in advance.

DINNER

The dinner component of the event is usually set as a “buffet” style where guests are called up to the buffet by table number. This is prearranged with the Host Club well in advance to ensure it meets the expectation of all guests and is within the budget set out by the OTA. The dinner may also include involvement by “guest” chefs as long as this is approved by the Host Club to enhance the overall dining experience. It is important that the dinner component be a significant experience for the guests. Four bottles of wine (2 red, 2 white) are usually negotiated into the price of the dinner. See Appendix 2 for a sample of a typical buffet menu.

The layout of the buffet is very important, as it should allow all guests to complete one trip through the line within approximately 45 minutes. This is important because the format of the evening is quite busy, with silent auction bidding taking place while the Emcee is conducting a Live Auction component before the end of the evening.



This easel was setup to display the seating configuration at the registration table. A map of the dinner area and a listing of attendees in alphabetical order is posted.



Dining Table set for 8 guests, showing speaker lecturn and display screen used by SAPIus to display silent auction bids during dinner.

3

DETAILED TASKS - OTA

When I was 40, my doctor advised me that a man in his 40s shouldn't play tennis. I heeded his advice carefully and could hardly wait until I reached 50 to start again. HUGO L. BLACK

This section deals with the details behind those tasks managed by the OTA office and provides some sense of critical path and timing to the major tasks. While the OTA leads these tasks, the Host Club must also be willing to assist with many of these activities, especially promotion, volunteer recruitment, dinner seat sales and silent auction prize collection.

MARKETING PROGRAM

a. Logo update to include Host Club logo

- i. The official Pro-Am logo of the OTA has been designed, and should appear on all communications along with the Host Club's logo

b. Poster design/distribution

- i. Posters are designed using the Pro-Am and Club's logos as well as the sponsor logos. We will include photos of any special guest Emcees and/or Pros (eg: Gord Martineau, Bob Brett) to help further promote the event.
- ii. These posters are made available to all OTA-member Clubs in Ontario via mail distribution in March/April timeframe.
- iii. The Host Club should also display these posters prominently

c. Recruiting of Amateur players

- i. The OTA staff typically begins recruiting Ams and Pros about 3-4 months prior to the event date, through word-of-mouth and cold calls to Clubs and contacts in the tennis community. The OTA website is updated to include the event date along with some promotion and pictures from the previous year's event.
- ii. The Host Club can make a big contribution in this area by actively recruiting Ams from within their club. This will require their volunteer committee to send email blasts and make phone calls to encourage participation.
- iii. The OTA will set the maximum player limits early on based on the availability of court space, but a typical configuration would have 16 Ams playing with 8 Pros using 4 courts.

d. Event Promotion

- i. OT Magazine will publish a spring issue announcing the Pro-Am event and will include a major article on the Host Club and its Club Pro
- ii. The e-mag (monthly) and e-news release (weekly) will contain reminders about the upcoming event months prior to the event day





- iii. The OTA website will contain material on the Pro-Am and information on how to register as a player or dinner guest
- iv. A resource kit consisting of Posters, promotion letters and “postcards” will be provided electronically to all volunteers to assist with the marketing of the event.
- v. The OTA may make use of other media to promote the event, for example, YouTube videos, newspaper articles and engaging local TV broadcasters such as CITY-TV, engaging local MPs, mayor, others.
- vi. Other social media will be utilized as appropriate, such as Facebook communications, Twitter tweets, Blog articles and so on.
- vii. Pro-Am banner is produced with the Pro-Am logo and the Host Club logo so that it can be displayed near the courts to further advertise the event.
- viii. The Host Club should also make use of the OTA-generated promotion material to communicate with its members and encourage them to get involved.

e. Other Event Material

- i. The Pro-Am design will be used on any products given out for the event (eg: Am gift bag containing shirts, jackets, hats, etc)
- ii. A large Score Board to record Pro-Am tournament results will be constructed
- iii. The design and printing of an Auction Catalogue will be handled by the Silent Auction team with the help of the OT Graphic Designer.
- iv. OTA has developed templates for the auction catalogue, bid sheets and cards, seating plan, etc.
- v. Obtain sponsor/partners (Wilson, Fila, RCS Racquets, Merchant of Tennis, RCS Racquets, Yonex, etc.)
- vi. OTA staff will ensure their major sponsors are fully engaged to support the event by donations for the Silent and Live auctions and donations of clothing or other product for use at the event

g. Obtain title sponsor (large corporation)

- i. Ideally the event would have a major sponsor (eg: \$5,000+ in direct donation). Any major sponsors would be advertised as part of our event promotion using various media described above

EVENT MANAGEMENT

a. Develop overall critical path for program

- i. Detailed checklists have been created to assist all those involved to keep track of task completion dates.
- ii. Four to six months prior to the event, regular monthly meetings will be arranged with the Host Club to review status of planning activities, report on progress of auction acquisitions, dinner seat sales, Amateur and Pro recruitment, etc.

b. Staffing

- i. Most of the OTA staff will be involved months ahead of the event day. This will include the hiring of an intern who will be assigned primarily to help administer event registration and money collection and communicate with event participants via email and phone.
- ii. Other staff will work closely with the Host Club to help generate auction prize donations and further promote the event to OTA member Clubs and contacts and encourage the sale of dinner seats and tables.

c. Event-Day scheduling

- i. A more detailed event-day plan is developed to ensure all required components execute smoothly, covering all setup tasks for the dinner and auction, reception and evening activities
- ii. Separate volunteer teams are recruited to run the event day (see below)

d. Volunteer Teams

- i. Silent Auction Team – see description below
- ii. Dinner Seat Promotion Team – OTA and Host Club and all staff and volunteers
- iii. Silent Auction Runners – The OTA will work with SAPlus to ensure there are 4-6 young adults available during the dinner portion of the event to assist with the bidding process
- iv. Event Day Setup/Takedown – a separate team will be recruited to ensure setup day runs smoothly. Volunteers will be required for both the inside venue (auction tables, reception area decoration, dinner table decoration, A/V equipment setup and testing, dinner registration desk) and courtside venue (registration desk, light snack setup)
- v. Pro-Am Event Team – this team arranges for all aspects of the Pro-Am tournament that runs during the afternoon. They develop the draw and tournament format, arrange for court time and contingency court space in case of rain, run the registration desk, ensure refreshments are available courtside, arrange for awards and engraving and prize packs for all participants, generate bios of all the guest Pros, ensure the OTA-designated photographer is on site for photo ops. A complimentary program may also be offered to Ams if time permits (eg: a doubles clinic with the feature guest Pro, cardio tennis clinic, racquet demos, etc).
- vi. Payment Processing Team – volunteers will work with SAPlus to ensure payment processing is available in the early evening for those guests who have successfully won a silent and/or live auction bid, and that prizes are distributed efficiently

e. Reception Planning

- i. Guests will be encouraged to attend a pre-dinner reception adjacent to the silent auction so they can spend time viewing and entering manual bids.
- ii. Some special unique activities are usually planned to coincide with the reception, such as live or recorded music and a wine tasting venue. This is planned jointly with the Host Club.

f. Silent / Live Auction

- i. A large volunteer team consisting of both OTA staff and volunteers and Host Club volunteers is required at least 4 months in advance in order to acquire a reasonable number of auction items necessary to make this component of the event successful. The more volunteers involved in soliciting prizes, the easier it is for everyone and the quicker it will be to obtain the prizing, develop the display sheets and prize database
- ii. The team may also want to complement the acquisition of auction items by engaging an outside consultant or firm (eg: www.silentauctioncompany.com) to provide more substantial and unique items on consignment. Tradeoff: more unique prizes but lower profit margin per item.
- iii. In 2010, the Silent Auction Team spent 5 months collecting over 75 items valued at over \$28,000. Expected revenue is typically 50-60% of the value of all items, and in this case, the OTA achieved a return of 56%, so the time and effort spent is well worth the contribution generated!

g. Emcee and Dinner Evening Execution Planning

- i. OTA will arrange for an appropriate Emcee to oversee the dinner activities.
- ii. The Emcee along with the OTA Executive Director and OTA President will typically have opening remarks to start the dinner portion of the evening, followed by the dinner buffet, Live Auction and closing remarks.
- iii. See Appendix 3 for more details of a typical schedule developed for the evening.

h. Post Event Administration

- i. Arranging for “Thank You” gifts for key volunteers and hosts, thank you letters for all participants and donors, working with Tennis Canada to ensure tax receipts are issued for those guests requiring them.

4

DETAILED TASKS - HOST CLUB

Good shot, bad luck, and hell are the five basic words to be used in a game of tennis, though these, of course, can be slightly amplified. VIRGINIA GRAHAM, SAY PLEASE, 1949

The key activities for the Host Club include promotion, volunteer recruitment, dinner preparation and seat sales and silent auction prize collection.

PRO-AM DINNER

a. Scheduling and coordination of evening

- i. Up to six months prior to the event, the OTA will meet with the Host Club to review the Club facilities and ensure all required amenities can be accommodated. A high level overview can be discussed at this time, including any questions that arise from review of this planning document

b. Menu and costing

- i. Ensure menu is within budget set by the OTA and that the food being presented is appropriate for the stature of the event

c. Silent Auction, Dinner, Reception Location

- i. Review facilities layout and agree to location and space required to be able to display and view 50+ auction items
- ii. Ensure available space for a reception/cocktail area with open bar and any other activities being held during this time (wine tasting, entertainment, etc)

d. In-club promotion of dinner with target numbers

- i. As previously outlined in this document, the OTA expects full and active participation by the Host Club to ensure adequate promotion of the event.
- ii. The OTA will discuss a target number of dinner guests expected and will be looking at the Host Club to actively recruit dinner guests to fill a percentage of these dinner seats. This percentage will be agreed to up front, but will be in the range of 20-25% of the total.
- iii. To achieve the target participation numbers, volunteers are encouraged to sell tables of 8-10 seats to individuals or corporations.

e. Speaker equipment/audio-visual, other facilities

- i. The Host Club is expected to provide directly or indirectly a number of facility equipment including audio-visual, PA system and lecturn for Emcee, tables with appropriate cloth coverings for the silent auction, small risers to assist with auction item displays
- ii. The full requirements will be discussed early on so that proper arrangements can be made.

VOLUNTEER RECRUITMENT

f. Silent / Live Auction Acquisitions

- i. Refer to the description provided under OTA Detailed Task.
- ii. This is likely the largest team required and the most effort next to actually selling dinner seats, so it is important the Host Club recruit as many volunteers as possible at least 4 months prior to the event to work with the OTA on auction items. Any special connections to corporate and high profile donors and businesses will be especially helpful.

CLUB PROFESSIONAL TENNIS


g. Recruit club Amateurs

- i. The OTA would expect a certain percentage of the Ams playing in the Pro-Am to originate from the Host Club (a participation level of 25% or more would be desired).


h. Recruit Tennis Professionals

- i. Ideally the Host Club will have the resident Pro participate in the Pro-Am tournament. The Host Club Pro is expected to actively participate in volunteer recruitment, dinner seat sales, promotion of the event and even auction prize acquisition
- i. Solicit possible corporate sponsors within the club
- i. Any assistance the Host Club can provide in developing connections to corporate sponsorship would be of great value

OTA Pro-Am Just A Week Away



BUILDING FUTURE JUNIOR WORLD CHAMPIONS
SATURDAY, JUNE 12, 2010
Thornhill Golf and Country Club
 Special Appearance by **BOB BRETT**
 Current Coach of Marin Cilic





All the pro-am spots are filled, but there's still time to sign up for the few remaining spaces at the dinner for the OTA's first Pro-Am Fundraiser to support developing young champions.

The June 12th event will be hosted by **Thornhill Country Club** and former Davis Cup player and Canadian Tennis Hall of Famer, *Dale Power*. By attending the dinner and silent auction, you will directly support junior development, primarily Ontario's top Under 14 athletes by sponsoring them to participate in international opportunities such as the Florida Circuit, The Tennis Europe Tour (ETA) and USTA and ITF (International Tennis Federation) events.


As dinner guests you will enjoy a wine tasting, compliments of **Beringer Winery** from California and an elaborate buffet dinner as well as the opportunity to bid on more than \$20,000 value of silent auction items ranging from the practical to the priceless. Guest celebrities, include the Event Host *Gord Martineau* from CityTV and *Marin Cilic's* coach *Bob Brett*.

The cost of dinner is \$200. A tax receipt will be issued for an amount determined by the donation portion of the ticket (\$125). If you can't make it to the dinner but would like to support this important cause you may make a tax-receiptable donation to the event in cash or kind.

To reserve your spot in this premier event or to make a donation please call *Gulshad Punja* at the OTA office at  416-514-1100 .

Sample e-mag entry promoting the Pro-Am for 2010

APPENDIX 1 – SILENT AUCTION ACQUISITION FORM SAMPLE



**The Annual
OTA Pro Am Fundraiser**
presented by:
“Host Club Name Here”

SILENT AUCTION ACQUISITION FORM

DONOR INFORMATION

COMPANY NAME: _____
(as it should appear in Auction Catalogue)

CONTACT: _____ TITLE: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

PHONE: _____ FAX: _____

EMAIL: _____

ITEM INFORMATION

ITEM: _____

ITEM DESCRIPTION (for catalogue): _____

Estimated fair market value of the above item(s): \$ _____

CASH DONATIONS

I would like to make a cash or credit card donation in the amount of: \$ _____

Please make your cheque payable to: Tennis Canada and send to: Ontario Tennis Association

Payment Method: Visa _____ MC _____ Name on Card: _____
Card # _____ Exp Date: ____/____

Donors of all gifts with a retail value of more than \$50 may be eligible for a tax receipt, in accordance with all regulations of the Canada Revenue Agency.

TAX RECEIPT REQUESTED: YES NO *(Documentation/Sales Receipt Required)*

DELIVERY ARRANGEMENTS

I will deliver to the OTA
 I need the item to be picked up
 Picked up by OTA volunteer directly

Ontario Tennis Association 1 Shoreham Drive, North York, Ontario, Canada M3N 5A7
Tel: 416.514.1100 Fax: 416.514.1112 E-Mail: ota@tennisontario.com

APPENDIX 2 – SAMPLE BUFFET MENU

DELUXE DINNER BUFFET 2010

(Minimum 80 People)

Crudités with Dip, Selection of Olives, Cornichons & Pickled Onions

COLD SELECTIONS

Roasted Garlic & Pepper Baked Atlantic Salmon
Mussels in Tarragon & Riesling Sauce
Edamame Beans Salad with Rice Wine and Sesame Seeds
Roasted Artichoke Hearts in Flat Leaf Italian Parsley & Garlic
Saffron Cous-Cous with Sultana Raisins
Chipotle-Infused Potato Salad
White & Red Cabbage Slaw with Bacon
Wild & Fresh Mushroom & Herb Salad
Caesar Salad "Rustica"
California Baby Greens with Assorted Dressing

HOT SELECTION

Roasted "Sterling Silver" Prime Rib of Beef with
Black Pepper & Balsamic Crust
Cajun Crusted Roast Pork Loin
Roasted Cod Loin Topped with Smoked Tomato, Caper & Olive Chutney
Pasta-created specially for you
with
Fresh Harvest Vegetables
Rosemary Roasted Fingerling Potatoes

SWEET TABLE

Assorted Exotic Cakes
Mini Tartlets
French and Italian Pasties
Fresh Fruit Salad
Imported & Domestic Cheese Board with Crackers
Coffee & Tea

APPENDIX 3 – SAMPLE EVENING SCRIPT FOR EMCEE



Guidelines for: Gord Martineau

ROLE: Event Host, OTA Pro-Am Fundraiser, June 12, 2010

LOCATION: Thornhill Golf and Country Club

6:55 pm to 7:10 pm – Introductions before dinner starts

After being introduced by Michel Lecavalier, President of the OTA, proceed with the following:

1. Welcome
2. Summarize “Why We are Here” document (see separate document)
3. Identify Pro-Am winners (to be provided to you that evening)
4. Identify Junior Outdoor National winners (see text below)
5. Read Town of Markham letter from the Mayor (see separate sheet)
6. Explain auction rules, closing time and payment process (see text below)
7. Play 3 minute video interview with Bob Brett and U14 Indoor National Champ David Volfson
8. 5 Minute Q&A with Bob Brett
9. Hand over to Jim to start the buffet dinner

APPENDIX 4 – GIFT ACCEPTANCE POLICY

Tennis Canada publish a detailed **Gift Acceptance Policy Guide** which all fundraising participants should follow to properly record and account for any gifts donated to the event. Details of this policy can be found directly from the OTA offices. The sections of particular interest are:

1. Tennis Canada is a Registered Canadian Amateur Athletic Association (RCAAA), and as such is recognized by the CRA as a qualified donee. A qualified donee is an organization that can receive gifts and issue official donation receipts for those gifts.
2. Tennis Canada has allowed the OTA to make use of their charitable registration number in order to provide donors a tax receipt for gifts provided to the fundraising event. Qualified donations for the purposes of raising funds to the Pro-Am event include:
 - a. dinner seat purchases (only that amount over and above the cost of the dinner itself qualifies for a tax receipt – this amount is negotiated between the OTA and the Host Club)
 - b. cash donations directly to the charity (in which case the entire amount is tax deductible and qualifies for a tax receipt)
 - c. donations/gifts for the silent / live auctions or other purposes. The individual or business contact must indicate whether or not a charitable tax receipt is necessary. If it is, the donor must provide an independent, certified appraisal to determine the Fair Market Value (FMV) of the gift or a paid invoice or other documentation providing proof of the age and cost of the item. A sample **Silent Auction Acquisition Form** is included in the Appendix to illustrate the information that needs to be collected as donations are given

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OTA
ONTARIO TENNIS ASSOCIATION
PRO-AM
FUNDRAISER
★ ★