

OVERVIEW

Magna International Inc. is proud to be celebrating the 31st anniversary of the Magna Hoedown on **Friday, September 13** and **Saturday, September 14, 2019**.

The Magna Hoedown is the largest annual fundraiser in York Region and has raised over 12 million dollars for hundreds of local charities, non-profits, and community groups throughout its history. In addition to the funds raised, the Hoedown impacts the community by: hosting the **Magna Student Hoedown**, a free concert and luncheon for over 1,000 York Region students with disabilities; fostering the arts through the **Magna Hoedown Showdown** country-music talent competition; maintaining a **zero-waste policy** to enhance environmental sustainability; and by offering an opportunity for York Region residents to become **engaged in their community**.

This year, **20** York Region charities, non-profits, and community groups will be selected as recipients of the Hoedown proceeds. The selection of all Hoedown recipients is based on the needs of the organization, as well as their ability to successfully complete all tasks required, as identified in this application under **page 3, "Recipient Expectations."** Smaller organizations are encouraged to submit **Collaborative Applications**, which are explained on **page 2, "Collaborative Applications & Agreement."**

HOW TO APPLY

1. Submit an electronic application online at www.hoedown.ca
2. Complete this application and email, mail, or fax it, along with all requested documents to:
Magna International c/o Neighbourhood Network
Attention: Erin Cerenzia
14988 Yonge Street, Aurora, ON L4G 1M6
T: 905-726-3737 x 27
F: 905-726-9779
E: erin.cerenzia@magna.com

APPLICATION DEADLINE

- Applications are due on **Thursday, March 28, 2019 *no later than 4:00 p.m.***
- All decisions will be communicated along with an official public announcement **during National Volunteer Week, April 7-13, 2019**
- All applicants will be notified of the final selections.

THANK YOU

We thank all applicants for their interest in the 2019 Magna Hoedown, and for all that your organizations do to support and strengthen our communities!

COLLABORATIVE APPLICATIONS & AGREEMENT

Smaller organizations are encouraged to submit a **Collaborative Application** to the Magna Hoedown. A **Collaborative** shall consist of more than one organization working together and recognized as **one, single Hoedown Recipient** at the 2019 Magna Hoedown.

To ensure each Collaborative meets all Hoedown **“Recipient Expectations,”** Magna Hoedown expects all organizations involved in a Collaborative to create and sign a **Collaborative Agreement**. This Agreement is the responsibility of the Collaborative and does not need to be included with your application. Should one party of the Collaborative not meet their Recipient Expectations it will not be the responsibility of the Magna Hoedown. The Magna Hoedown reserves the right to view the Collaborative Agreement at any time.

The **Collaborative Agreement** should include:

- An outline of how funds received from Magna Hoedown will be divided
- A breakdown of the number of tickets each organization agrees to sell to meet the Magna Hoedown requirements
- A breakdown of the number of volunteers each organization agrees to provide to meet the Magna Hoedown requirements
- An outline of how each organization will meet the Magna Hoedown **“Recipient Expectations”** as outlined in this application, including creating one Organizing Team with one Lead to represent all organizations in the Collaborative

Note: *If you are applying to the Magna Hoedown as a Collaborative, please answer the Application Questions (pages 4-6) with information on each organization within the Collaborative.*

RECIPIENT EXPECTATIONS

Organizing Team

All Magna Hoedown recipients are required to assemble an Organizing Team to provide ongoing, continuous support to the Magna Hoedown (*approx. 200 hours of work from July to September*). It is recommended that the Organizing Team consist of 3 people: 1 Lead responsible for all communications with Magna Hoedown staff, and 2 others to provide support and backup to the Lead. Collaborative recipients should have one Organizing Team representing all partners in the Collaborative.

If selected, your Organizing Team and/or Volunteers must be available on or around the following dates:

- | | | |
|----------------------------|----------------------------|-------------------------------|
| • Week of May 13: | Film Promotional Video | Organizing Team or Volunteers |
| • May 7: | Recipient Orientation | Organizing Team |
| • June 26: | Hoedown Launch Event | Organizing Team or Volunteers |
| • August 7: | Charity Volunteer Training | Organizing Team |
| • September 9-18: | Hoedown Week | Organizing Team & Volunteers |
| • September 10: | Hoedown Volunteer Training | Organizing Team & Volunteers |
| • September 13, 14: | Hoedown | Organizing Team & Volunteers |
| • October 8: | Hoedown Appreciation Event | Organizing Team |

Event and Raffle Tickets

All Magna Hoedown recipients are required to sell event and raffle tickets prior to the event. Sales requirements will be determined by the Magna Hoedown with a specific formula for each Hoedown recipient, in direct relation to the capacity of each organization. Sales requirements will not be more than 50 event tickets per night and 1,500 raffle tickets. All Magna Hoedown recipients are encouraged to sell above their minimum requirements and will be compensated for these sales. **Note: Event (online) and raffle (hard copy) tickets will not be available for sale until the official Hoedown Launch Event.**

Volunteers

All Magna Hoedown recipients are required to provide 30-35 volunteers to work throughout Hoedown Week: September 9-18, 2019. Volunteers must be available at various times including days, evenings, event times, and after the event for clean-up.

Silent Auction

All Magna Hoedown recipients are required to provide a minimum of two Silent Auction items at values which will be identified by Magna Hoedown staff at the Recipient Orientation.

Marketing and Event Promotion

All Magna Hoedown recipients are required to assist in the marketing and promotion of Hoedown to their networks, using avenues such as: posters, signage, and social media. Regular marketing check-ins and support will be provided by Magna Hoedown staff.

ORGANIZATION INFORMATION

1. Will you be acting as a part of a **Collaborative**? Yes: _____ No: _____
 - a. If yes, list all Collaborative partners: _____
 - b. If yes, list which organization will take the lead in the Collaborative relationship: _____
 - c. If yes, acknowledge that all organizations involved in the Collaborative have read and agreed to the **Collaborative Agreement** as attached and posted on the Magna Hoedown Website:
 I, _____ acknowledge all organizations have read and agreed to the Collaborative Agreement.

2. Name(s) of Organization(s): _____ Year(s) Established: _____

3. Type(s) of Organization(s):
 - a. Charity (If yes, list Charitable Number): _____
 - b. Non-Profit: _____ c. Community Group: _____

4. Provide a brief overview of your organization(s) and its main purpose. *You may attach a brochure/pamphlet in lieu of answering this question:* _____

5. How many individuals benefit from your organization(s) and/or utilize its services **within York Region**: _____

6. Is social media an active part of your organization(s)? Yes: _____ No: _____
 - a. # of Facebook followers: _____ Address: www.facebook.com/ _____
 - b. # of Twitter followers: _____ Username: @ _____
 - c. # of Instagram followers: _____ ID: @ _____

7. Organization(s) Website Address: www. _____

8. Is your organization(s) registered with Neighbourhood Network? Yes: _____ No: _____

9. What times of day during the week work best for your Organizing Team to meet? Check all that apply:

a. Morning, 10:00 AM – 12:00 PM: _____	d. Early Evening, 5:00 – 7:00 PM: _____
b. Early Afternoon, 12:00 – 2:00 PM: _____	e. Evening, 7:00 – 9:00 PM: _____
c. Late Afternoon, 2:00 – 4:00 PM: _____	

10. Given your organization's capacity and network, how many tickets do you realistically think you can sell?

a. Friday Night Event Tickets: _____	c. Prospector's Raffle Tickets: _____
b. Saturday Night Event Tickets: _____	



PRESENTED BY MAGNA

SINCE 1987

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2019 Magna Hoedown Recipient Application Form

11. Has your organization(s) received funds outside of the Magna Hoedown from Magna International in the past year? Yes: No:

a. If yes, list the donation amount(s) and how the funds were used:

12. Has your organization(s) previously and/or currently been issued an Ontario Lottery License (including Raffle, Lottery & Bingo proceeds) governed by the Alcohol and Gaming Commission of Ontario? Yes: No: If Yes, List License #:

13. Does your organization(s) have a dedicated Lottery Trust Account required by the Alcohol and Gaming Commission of Ontario? Yes: No:

HOEDOWN EXPERIENCE

14. Is your organization(s) a previous recipient of the Hoedown? Yes: No: a. If yes, list years:

15. Are you, as the Hoedown Lead, familiar with Hoedown? Yes: No: a. If no, how did you hear about the Hoedown:

16. Why do you feel your organization(s) makes a great Hoedown partner?

PROCEEDS

17. Provide an overview of how Hoedown funds will be used by your organization or Collaborative. Be as specific as possible; bullet points are acceptable; if selected as a Hoedown recipient this information will be used in Marketing and Promotional materials:



2019 Magna Hoedown Recipient Application Form

18. If you are applying as a Collaborative, please explain how the Hoedown proceeds will be divided among all Collaborative partners: _____

CONTACT INFORMATION

19. Organization(s) Address: _____

20. Organizing Team Information:

a. Lead Name: _____
Lead Email: _____ Lead Phone Number: _____
Lead's Relationship to Organization: _____

b. Team Member 1: _____ Team Member 2: _____
Team Member 1 Email: _____ Team Member 2 Email: _____
Team Member 1 Phone: _____ Team Member 2 Phone: _____
Team Members Relationships to Organization: _____

SUPPLEMENTARY ATTACHMENTS

Please include any brochures/pamphlets as identified in Question 4. If you have not included any brochures/pamphlets with this submission but would like to, please indicate how you will be submitting them.

Note: Financial statements are not required with your application but must be available to the Magna Hoedown upon request. All Supplementary Attachments must be received by 4:00 p.m. on Thursday, March 28, 2019 for your application to be complete and reviewed by the Hoedown Committee:

a. Mail: _____ c. Fax: _____
b. Email: _____ d. Drop Off: _____