



Les Plaisanciers

**Proposal for
Gananoque 1000 Islands Poker Run
To be Presented at Gananoque Town Council Meeting**

Suggested Event Date: August 27-29, 2021
Gananoque, Ontario

**Prepared by Bill Taylor,
Poker Runs American/
Power Boating Canada Inc.**

For Town of Gananoque Council Meeting

Thursday February 4th, 2021



Official Sanctioning Body

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POWER
BOATING CANADA MAGAZINE



Les Plaisanciers

268-44 Crawford Crescent, Campbellville, ON L0P 1B0

Meg Dabros
Gananoque 1000 Islands Accommodation Partners
10 King Street E.
Gananoque, ON K7G 1H4

Re: 2021 Gananoque Poker Run

Dear Ms Dabros,

First and foremost, I would like to thank the **Town of Gananoque** including your very special forces such as Police, Fire and Ambulance departments, along with your local town volunteers of Gananoque that helped make the 2020 Gananoque Poker Run a success, despite the Covid-19 restrictions.

We'd also like to extend a special thanks to TIAP and your Chamber of Commerce for their sponsorship and the many hours of commitment they put into this very restricted Covid-19 event. Together we made it happen!

It's that time of year again, when our promotional thoughts are geared to the promotion and how we can together bring major tourism to the Town of Gananoque and the 1000 Islands Region.

The suggested date for the 2021 event is the August 27th-29th weekend and it is most imperative that we finalize an agreement as soon as possible so we can get an early start on making it all work. Last year, there were so many hurdles due to Covid-19 and all the continuous changes.

Here are some of our wish list items to be provided by the town of Gananoque:

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- Supply Parking area for both Trucks & Trailers (i.e., hockey arena parking lot that usually sits vacant during the summer)
- Boat launch area, plus volunteers on Friday, Saturday and Sunday of the event
- Access to the original VIP docks by the beach for the weekend– area will be utilized for a special “Discover Boating area” by Power Boating Canada
- Supply Marina docks/slips for approximately 65 boats ranging from 28ft to 50ft, the same style boats as you have hosted for the past 35+ year
- **Three-day usage of Joel Stone Park including:**
 - Friday Set-up & Registration, Saturday Event and Sunday
 - Entire park to be fenced off for event usage only with designated entrance and exit area
 - Access to Joel Stone Park Stage and electrical set-up for projector screening of the awards
 - Ability to park event trailer within park for the duration of the event weekend
 - Security volunteers required for the park
- Erect 2 street banners in the most strategic street area in Gananoque one month prior to event
- Supply all official permits, including the licences and authorizations needed to run event

The 2021 Sponsorship cost would be \$30,000 and in return for it and the above wish list Gananoque would receive the following:

Power Boating Canada

- 3 Full Page ads in the **Print Edition** (*Value: \$21,000*) promoting the Town of Gananoque
- 3 Full Page ads in the **Digital Edition** (*Value: \$12,000*) promoting the Town of Gananoque
- 6 Months of Power Boating Canada **Website** exposure (*Value \$6,000*) promoting the Town of Gananoque
- Coverage on all social media platforms including Facebook, Twitter, Instagram and Youtube promoting the Town of Gananoque
- Special coverage in our **bi-weekly newsletter** promoting the Town of Gananoque
- 3 Page feature on the Town of Gananoque and points of interest providing you with **3rd party credibility** article (*Value \$12,000*)
- Editorial content to be placed in the magazine throughout the season, promoting the town of Gananoque
- Monthly posts on Gananoque leading up to the 2021 Poker Run Weekend
- Gananoque Tourism videos will be placed on our website and social media channels throughout the season

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Les Plaisanciers Magazine

- 3 Full Page ads in the **Print Edition** (*Value: \$15,000*) promoting the Town of Gananoque
- 3 Full Page ads in the **Digital Edition** (*Value: \$9,000*) promoting the Town of Gananoque
- 6 Months of Les Plaisanciers **Website** exposure (*Value \$4,000*) promoting the Town of Gananoque
- Coverage on all social media platforms including Facebook, Twitter, Instagram and Youtube
- Special coverage in our **bi-weekly newsletter** promoting the Town of Gananoque
- 3 Page feature on the Town of Gananoque and points of interest providing you with **3rd party credibility** article (*Value \$12,000*)
- Editorial content to be placed in the magazine throughout the season, *promoting the town of Gananoque*
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Quebec, a viable market for Gananoque

Our publication Les Plaisanciers over the past several years has promoted the 1000 Islands region as a wonderful summer boating destination. I am sure with all the French promotion over the past few years, it has definitely paid off for the town of Gananoque.

The province of Quebec is an extremely vital market when it comes to tourism and we have the keys to deliver it to you and I'm sure this market is just as important to you as it is to us.

Covid-19 Protocols for 2021

Covid-19 Safety Protocols in accordance with the Leeds Grenville and Lanark Health Unit we will commit to the following "**Covid-19 Safety Plan**"

We will have the following onsite protocols

- Contact tracing (QR Code Check in] 2 people to ensure people are checked in
- Temperature Check upon admittance 2 people to ensure that everyone follows the temp checks
- Hand Sanitization areas throughout the events
- Masks to be worn at all times
- We are asking our participants to consider having a negative covid test
- All rules set out by the Ontario Government shall be followed but not limited to the following;
 - Max number of people (100 last year awaiting the new numbers for this year)

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- Local Food vendors ensure all precautions are followed with respect to food handling
- Work with the Leeds Grenville and Lanark Health Unit to ensure we meet all requirements set out by the Health Unit

This event is already scheduled and approved as one of the APRA sanctions 2021 events with all the necessary insurance and safety guidelines required.

All stops will be pulled for this waterfront spectacular, as towns and villages along the route will come alive with excitement when some of the most beautiful and exotic Power Boats challenge the waters of the mighty St. Lawrence River, in pursuit of the best Poker Hand, **SPEED HAS NO BEARING ON THE WINNER as it's all in the cards.**

We look forward to teaming up once again to put on a safe family weekend on the water.

Sincerely,



William E. Taylor
President
Poker Runs Inc.