



Dear Partner,

You are an organization that would benefit from being involved in **Welcome Week 2010**, so we wanted to make sure you have a chance participate.

What is Welcome Week?

Welcome Week is an exciting week designed to be a fun and informative welcome to Banff and Lake Louise for all staff old and new, it offers a full week of live entertainment, food, sports, and activities to enjoy – and the good news is everything is free to staff attending the events!

The week is dedicated to promoting healthy, well-rounded lifestyles for service industry workers as well as nurturing a sense of community. The aim is to inspire more productive, informed employees by fostering the development of positive attitudes and a healthy approach to living and working in Banff and Lake Louise. In order to do that, we want to provide experiential opportunities which highlight the range of recreational, cultural and volunteer activities available in the area, as well as let staff know where they can access helping services if they should need them.

When and Where will Welcome Week take place?

Welcome Week 2009 will take place from Friday June 11 to Friday June 18, all the fun starts on Friday June 11 with a Movie under the Stars. On **Monday June 14 at 18:00** we will have the Community Welcome Dinner and Info Fair at Wild Bills Legendary Salon!

What level of exposure will Welcome Week provide for our organisation?

Last year, **Welcome Week** had approx. 2,000 participants, 50 volunteers, 40 booths, and more than 150 businesses contributing to make it a success. With a record number of local participants filling out evaluation forms in 2009, and an overwhelming 92% indicating the positive value of attending booths, we hope that you will join us in 2010.

What do we need to consider when registering our information booth for the Welcome Dinner?

The prerequisite is that your booth presentation is dynamic, creative, and interactive! Please consider the mandate of **Welcome Week**; to inspire more productive, informed employees, (**see Booth Criteria listed on pg. 3**). In keeping with tradition, there will be a fantastic prize for the People's Choice Award for best booth. So consider the challenge issued! **As always, booth space is limited.** We will have 5 less booth than last year. Priority will be given to non-profit agencies and businesses that include one of the following focuses: cultural, health, recreation, or community resources. To help us cover costs, the booth rental fee is \$40 for not-for-profit organizations and \$100 for businesses. This will include (if needed) a table, stamps for the passport, meal tickets and free non-alcoholic beverages.



If you are interested in setting up a display booth at the **Community Welcome Dinner and Info Fair**, please review the booth criteria listed at the bottom of this page, and complete the attached registration form. **Space is limited to 30 booths so register early!**

All registration forms, including payment should be made out to BanffLIFE - Town of Banff, All registration forms must be received at the following address by *Monday, June 1, 2009*:

**BanffLIFE – Welcome Week
Box 1260
Banff, AB T1L 1A1
Fax: 762-1264**

If you have any questions please do not hesitate to contact me.

Sincerely,

Christine LaRocque
Program Coordinator
BanffLIFE



BOOTH CRITERIA

Welcome Dinner & Info Fair 2010

Booth Criteria for the **Welcome Dinner & Info Fair** will be based on the following guidelines:

All applicants will be asked; what is the primary purpose of their agency/organization or businesses. Selection preference will be given first to non-profits and helping agencies and will be followed by profit groups that fit the following criteria.

- Agencies/organizations and businesses that are not-for-profit and include one of the following focuses: Culture, Recreational, Health or Community Resources. (10 points)
- Booth should offer a “survival tool” to the service industry workers. (5 points)
- Priority will be given to the booths that help create a positive event that engages participant’s involvement in the community and its organizations. (5 points)
- Booth applicants are encouraged to promote volunteerism and community. (5 points)
- Booths must include an educational aspect with regards to living in a National Park. (5 points)
- Booths will not engage in direct lobbying or political advocacy and will incorporate the **Welcome Weeks** mission to “promote healthy well rounded lifestyles and positive attitudes”.
- Booths will not impugn and/or target the reputation of specific individuals or organizations.

Total points = 30