



**4th Annual Doors Open Wellington North
September 23, 2017 10am-4pm
Theme 'Identity,' Celebrating Canada's 150th Anniversary
Presented by Wellington North's Cultural Roundtable**

Doors Open Wellington North Highlights

- 15 sites on average participate a year
- 550 total site visits average a year
- Visitors came from as far away as Moncton, NB; Sudbury; Toronto; Guelph and Stratford+ plus many local tourists
- 83 volunteers on average a year act on the organizing committees, committing on average 463 combined hours!
- Wellington North was ranked #6 in the Culture Days Rural Top 10 Cities 2014
- Feedback from the event is always very positive! Participating sites, visitors and media thoroughly enjoyed the experience and look forward to the annual Doors Open Wellington North event growing.

What is Doors Open Ontario?

Successful Doors Open events have charmed crowds since the first Doors Open Day (La journée portes ouvertes) took place in France in 1984. The idea soon spread to neighbouring European countries and all 48 signatory states of the European Cultural Convention now participate in European Heritage Days.

The City of Toronto launched the first Doors Open program in North America in 2000. The success of Doors Open Toronto motivated the Ontario Heritage Trust to launch a provincewide initiative – the first of its kind in Canada- in 2002. In the 15-year history of the program, community participation has increased dramatically. In total, heritage enthusiasts have made nearly six million visits to 582 different Doors Open Ontario events! The program has inspired the development of similar provincewide programs across Canada.

Entering its 16th year, Doors Open Ontario continues to be a cultural phenomenon. It has helped communities to redefine and celebrate their heritage, strengthen and encourage local partnerships, bolster local volunteer bases and stimulate tourism and local economies. Doors Open Ontario has matured into a vibrant, significant program that continues to support communities and build civic pride.

Who should participate?

The range of suitable Doors Open Ontario heritage sites includes:

- ▶ commercial buildings
- ▶ cemeteries
- ▶ schools
- ▶ theatres
- ▶ gardens
- ▶ fire halls
- ▶ lighthouses
- ▶ observation towers
- ▶ civic buildings
- ▶ jails
- ▶ private homes
- ▶ trail systems
- ▶ places of worship
- ▶ inns
- ▶ factories
- ▶ boats
- ▶ museums
- ▶ railway stations
- ▶ sports complexes
- ▶ private galleries
- ▶ lookouts
- ▶ industrial sites
- ▶ natural heritage sites

How do you develop events/activities/exhibits?

The Doors Open theme for 2017 is “*Identity*,” to align with the Canada 150 celebrations. We suggest basing exhibits and activities around the theme and having fun showcasing our local culture and heritage as it has progressed over the years.

Please note that delivering on this theme is not mandatory to be included as a participating site.

Doors Open is an ideal vehicle for organizing special events or activities in our community. Participating sites should consider:

- tours
- concerts
- guided walks
- exhibits
- book readings
- craft displays
- lectures or talks
- special children’s activities

Guided walks and tours are popular. You may use them to illustrate the work of an architect, a special period in time or the history of a district. You can also use your site as the setting for a historical lecture, art exhibition or musical concert. Re-enactments also attract crowds – consider recreating a famous battle, sports event or court case that occurred at your property.

Promotion and Publicity

The organizing committee will develop a Promotion and Publicity Plan for the event, in addition to the exposure received through participation in Doors Open Ontario. A print piece specific to the event will be developed with additional website and social media support. Additional advertising will be based on levels of sponsorship garnered.

What is the cost to participate?

Doors Open Wellington North is an initiative of Wellington North's Cultural Roundtable and there is ***no charge to become a participating site***, as it enhances cultural initiatives and assets in Wellington North. However, we welcome sponsorship to assist with the coordination, promotion and implementation of our community event.

Doors Open Wellington North Sponsorship Levels:**Gold Sponsorship Level - \$500**

Company Logo on all Doors Open Wellington North Print Advertising
Company Logo on the Doors Open Wellington North website page, located on www.simplyexplore.ca

Company name announced as a sponsor on Radio Advertising.

Company signage or print promotional materials at participating sites

Option to put your sponsorship towards a specific event enhancement – I.E., bus tour, performance, videos

Provide Company Promotional materials as giveaways to visitors

Silver Sponsorship Level - \$250

Company Logo on all Doors Open Wellington North Print Advertising
Company Logo on the Doors Open Wellington North website page, located on www.simplyexplore.ca

Company named as a secondary sponsor on Radio Advertising, rotated

Bronze Sponsorship Level - \$150

Company Logo on all Doors Open Wellington North Print Advertising
Company Logo on the Doors Open Wellington North website page, located on www.simplyexplore.ca



2017 Doors Open Wellington North Registration

Participating Site / Company Name:	
Address:	
Telephone:	
Website:	
Twitter Handle:	
Contact Name:	
Contact Email:	

Additional Site Information, if Venue is of Heritage or Architectural Significance
(Not applicable to interested sponsors)

Year Built:	
Heritage Significance:	
Architectural Highlights, - Including designer and style:	
History of Building	

Check that applies (not applicable to interested sponsors)

<input type="checkbox"/>	Parking Available	<input type="checkbox"/>	Guided Tours Available
<input type="checkbox"/>	Full Wheelchair Access	<input type="checkbox"/>	Self-guided Tours Available
<input type="checkbox"/>	Washrooms	<input type="checkbox"/>	Medical Science & Innovation Theme
<input type="checkbox"/>	Kid-Friendly	<input type="checkbox"/>	

Please provide a brief description of the events/activities/exhibits you will be showcasing for this event:

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Are you interested in becoming an event Sponsor?

<input type="checkbox"/>	Yes, my company will contribute \$500 for Gold Sponsorship
<input type="checkbox"/>	Yes, my company will contribute \$250 for Silver Sponsorship
<input type="checkbox"/>	Yes, my company will contribute \$150 for Bronze Sponsorship

Signature: _____

Date: _____

DEADLINE: February 17th, 2017 (we will still accept applications beyond this date, but do require to have the bulk of our sites registered with Doors Open Ontario at this time)

At least one image for each site must accompany registration and be sent to:
amarshall@wellington-north.com

Please return completed registration to:
Township of Wellington North
April Marshall
Tourism, Marketing & Promotion Manager
amarshall@wellington-north.com
Fax 519-848-3228