



Welcome to the TSC TOP NEWS

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The TSC works to help build a strong voice for sport in Toronto. We want to keep you informed - the TSC TOP NEWS gives you a heads up on some of what's happening in sport in Toronto. If you are interested in getting involved and/or have thoughts or comments you want to share with us, please contact Karen-Ann at karenann@torontosportscouncil.ca or check us out online at www.torontosportscouncil.ca

TSC Mission: Engage and Unite through Sport.

WHAT'S INSIDE

1. Toronto's Bid for the 2012 Ontario Summer Games Moving Forward
2. Toronto 2015 Pan/Parapan American Games Selects Agency to Create Brand
3. TSC Volunteer Profile: Kevin Arnsdorf, Chair of the TSC North Branch
4. Corporate & Celebrity Relay Challenge – July 29, University of Toronto
5. Free TSC Membership in 2010 – Sign Up Now!

DETAILS



Toronto's Bid to host the 2012 Ontario Summer Games Moving Forward

Toronto's bid for the 2012 Ontario Summer Games took one giant step forward at the Executive Committee meeting of Toronto City Council on Monday, June 14. [[click here](#) for staff report]

In response to recommendations presented in a staff report, the Executive Committee unanimously agreed to meet all requirements in the Host City agreement and approved a \$300,000 cash contribution towards the Games. The report will go before City Council at the July Council meeting. Many thanks to Tourism Toronto who helped us prepare a comprehensive bid book and will become the first platinum sponsor when the Games come to Toronto in 2012. You can find the full bid book on our website www.torontosportscouncil.ca.



Toronto 2015 Pan/Parapan American Games Selects Agency To Create Brand

Endeavour Marketing and Trajectory collaboration wins competition!

Released June 16, 2010 - Endeavour Marketing and Trajectory teamed up to win the branding project for the Toronto 2015 Pan and Parapan American Games, following the selection competition's final phase last week judged by a panel of sport and marketing experts.

Nineteen agencies submitted qualifications in the first phase of the process, with three selected to present proposals to the judging panel. The proposals were scored on brand planning, development and creative. Top scoring for the Endeavour/Trajectory was unanimous. Panelists included Ian Troop, CEO, Toronto 2015; Michel Frappier, Chair, Ontario Advertising Review Board; Allan Middleton, professor, Schulich School of Business and Richard Peddie, President and CEO, Maple Leaf Sports + Entertainment.

Creating the Toronto 2015 brand and visual identity is a critical element in marketing the Toronto 2015 Games to sponsors, spectators and visitors.

Work on the project begins immediately. The brand strategy, plan and design is targeted for completion this summer. Consumer testing and development of the brand identity handbook will follow and several tactics will be ready to launch soon after.

Please visit www.toronto2015.org for more information about Endeavour Marketing and Trajectory and the 2015 Games.



TSC Volunteer Profile: Kevin Arnsdorf, Chair of the TSC North Branch

One of Alberta's gems has made a significant contribution to the Toronto Sports Council since his arrival here in 2008. Kevin Arnsdorf has been the volunteer Chair of the TSC's North Branch Working Group for more than a year and has recently been retained as the TSC Marketing Specialist. Kevin has been a key part of developing the North Branch synergy along with Branch working group members Ron Gerskup, Brian Gerskup, Deborah Harry, Jack Brown, Kathy Miller and Alison Legenza. The North Branch Working Group has completed a demographic scan of the North

part of Toronto and have met with several local Councilors. As well, the North Branch is planning to host a 'fundraising' workshop for all TSC members in the fall.

Kevin moved from Alberta in March 2008 after more than twenty five years working and volunteering in the sport and recreation field. He worked for 15 years with the province's crown corporation, the Alberta Sport, Recreation, Parks and Wildlife Foundation. Kevin has an MBA with a specialty in public relations and communications management.



Corporate & Celebrity Relay Challenge – July 29, 2010 at Varsity Centre, University of Toronto

It's time to get your team together!

Held in conjunction with the 2010 Canadian Track & Field Championships, a Corporate & Celebrity Relay Challenge, presented by KPMG, is being held on Thursday, July 29, 2010. The good news – the relay is only a 4 X 100m event. Proceeds from entry fees will go towards the cost of hosting the Canadian Championships and to the Faculty of Physical Education's Goldring Centre for High Performance. For information on a 20% discount on multi-day event passes for TSC members – valid until June 29, 2010 please contact kevin@torontosportsCouncil.ca. For more information on registering a team, please contact Brian Levine at 416-464-4591 or brianlevine@arnoldigroup.com. For more information [click here...](#)



Free TSC Membership in 2010 – Sign Up Now!

Canada's Olympic Year is the TSC's free membership year. **Experience the advantages of being a TSC member.** Stay connected and be part of Toronto's collective voice for sport. To officially register your Organization (group member), Business (associate member) or yourself (individual member) please click on the membership tab at www.torontosportsCouncil.ca.