



## Community Booth and Common Areas at Northgate Shopping Centre

Thank you for your interest in the Northgate Shopping Centre. Northgate is a bustling centre that draws customers from many Northern Communities and we are proud to be able to provide quality stores and services to all our customers.

Northgate has a long-standing history of welcoming and supporting registered non-profit and fundraising groups within our community and we are pleased to continue this tradition through the following opportunities.

### **COMMUNITY BOOTH**

- ❖ The Community Booth is available at no cost.
- ❖ It is located in at the South Court Entrance in front of Pharma Plus. South Court entrance has the Second highest traffic flow in the mall.
- ❖ The booth has counters, cupboards and is u-shaped for maximum display and access.
- ❖ Barstools are permanently stationed at the booth allowing people to sit higher than the standard table and chair set up. This set up will allow your volunteers to be more visible to passing traffic.
- ❖ There is room available in front of the booth to display any larger sized raffle items. This consistent location will make it easier for customers to locate your organization.
- ❖ The use of tape is not permitted to hang posters or signs on the booth. Mounting putty may be used for hanging posters or signs. A sign holder 22x28 inches is available for use.
- ❖ The booth must be left in a clean condition after each use with all garbage, posters etc removed from the location.

**Soliciting and approaching customers at Northgate Shopping Centre is not permitted. Customers in the mall must approach you at the booth.**

**To book your fundraising event at the Community Booth, please contact our Receptionist/Marketing Assistant, Shelley Dell at [sdell@morguard.com](mailto:sdell@morguard.com) or 472.8110 Ext 221. Please complete attached Community Booth form and return.**

\*\*We have 3 Non-Profit fundraising groups during the month of December; Shriner's Christmas Cake Sale, Big Sisters Christmas Gift Wrapping and the Salvation Army therefore, non-profit and fundraising bookings for the Community Booth will not be accepted from Nov 1- Dec 31.

## **EVENT SPONSORSHIP**

- ❖ Events or displays can be held in Centre Court. Centre Court is our largest rentable area for large vendor displays or mall promotional events.
- ❖ Through advertising your event publicly on the radio, print media or television and working in conjunction with our Marketing Department the fee may be waived for you to hold your event at Northgate in Centre Court.

**For event sponsorship opportunities with our Marketing Department, please contact our Marketing Director, Sylvie Lord at [slord@morguard.com](mailto:slord@morguard.com) or 472.8110 Ext 227.**

## **COMMON AREA DISPLAYS**

- ❖ For a nominal rate, locations are available throughout Northgate Shopping Centre.

**To rent a display or event space in the common area, please contact our Specialty Leasing Representative, Sarah Hunnisett at [shunnisett@morguard.com](mailto:shunnisett@morguard.com) or 472.8110 Ext 233.**

## **REQUIREMENTS**

- The Community Booth is designated for the sole purpose of fundraising by local Charities or Non-Profit Registered Organizations.
- Increasing insurance costs and liability concerns have resulted in the creation of a strict policy intended to ensure that both the mall and the non-profit group involved will be protected from any possible litigation arising from their event or activity at the shopping centre.
- We therefore require proof of insurance coverage for the term in the amount of \$3,000,000 liability with HOOPP Realty Inc. and Morguard Investments Limited listed as Additional Insured. (HOOPP is the mall owner; Morguard is the company that manages the mall).
- The address for the above noted names is: 1500 Fisher St. Suite 200, North Bay Ontario, P1B 2H3.

The following fundraisers are not permitted at Northgate Shopping Centre:

- ❖ Chocolate bar sales (in fairness to the amount of chocolate/candy vendors in the mall)
- ❖ Penny Sales (groups may do smaller auction style with approximately 10 items or more)
- ❖ Petitions
- ❖ Religious Sects
- ❖ Political Demonstrations
- ❖ Bake Sales

As we receive numerous requests for space at Northgate, locations will be given on a first come first served basis. Please book your preferred dates well in advance to avoid disappointment as our Community Booth is becoming very popular!

*Northgate Shopping Centre would like to wish you the best of luck with your fundraising efforts in 2009 and we look forward to seeing you soon!*