



# FÁLKINN

THE OFFICAL NEWSLETTER OF THE ICELANDIC CANADIAN CLUB OF TORONTO

March-April 2010

ICCT FÁLKINN 50th Year Number 4

## THORRABLOT

SATURDAY, APRIL 24TH, 2010

(Presented in conjunction with Gala Dinner at INL National Convention)

Courtyard by Marriott Hotel, 375 Yonge St.(Yonge & College)

Cash Bar 6 p.m. Dinner 7 pm

- Meet your friends from this area and across N.A. and Iceland ...
- this is part of the 2010 INL Annual Convention
- Gourmet dinner ... Salmon or Cornish Hen or Vegetarian or Kids Menu
- Ambassador Sigríður Anna Þórðardóttir brings greetings from Iceland
- Icelandic-Canadian Tenor P.J. Buchan entertains in Icelandic and English
- Art Show featuring Icelandic-N.A. Artists from around the continent
- Presentation of Scholarship, Snorri grants & Icelandic Heritage Camp grant
- Vendors and displays from across North America and Iceland
- Silent Auction featuring Icelandair Tickets, vacations and much more
- Special Children's Corner with games and crafts
- INC. IN Convention REGISTRATION PACKAGE (SEE BELOW) OR BOOK separately
- \$65 Adults \$20 kids Deadline April 14 see Order form

It is not too early to contribute to the Silent Auction...if you don't have a stand-alone item, you might consider contributing small items which could be included in a theme basket, such as Gardening, Arts and crafts, Knitting, Coffee Time, Car Care, Family Movie Night, Spa. All Contributions appreciated. Phyllis Pollard [pjpollard@mac.com](mailto:pjpollard@mac.com) 416 987-0738

### SUNDAY BRUNCH WITH LINDA LUNDSTRÖM

10—12 noon Sun. April 25

Courtyard by Marriott 375 Yonge St.

(Inc. in Convention Registration) or \$50 see Order form  
Come & meet Linda, hear her NEWS Deadline April 14

### BOOK FOR THE WHOLE CONVENTION!! April 22-25

"Icelanders Then and Now: Dynamic Progress"

We have put together a cornucopia of programs, 3 choices all day Friday & Saturday, Free Opening Reception Fri. 6 pm ... Details <http://sites.google.com/site/inl2010org>

Coming soon: A TASTE OF ICELAND IN TORONTO MARCH 17 TO 24  
Food, music (Muggison), movies, art, Drake Hotel [www.icelandnaturally.com](http://www.icelandnaturally.com)

## **SPECIAL CO-OPERATION ANNOUNCED BETWEEN INL AND LÖGBERG-HEIMSKRINGLA**

The Icelandic National League of North America Annual Convention is being held at the Courtyard by Marriott Hotel in downtown Toronto from Thursday April 22nd to Sunday April 25th, 2010. <http://icct.info/>

Through co-operation between *Lögberg-Heimskringla* and the Convention Fundraising Cabinet, an exciting opportunity has been developed for businesses and individuals to become sponsors, donors or advertisers at the convention while at the same time receiving special recognition in the April 15, 2010 issue of *Lögberg-Heimskringla*, subject to space availability... first come, first served.

### **THE GOOD NEWS:**

The good news is that our campaign to raise \$40,000 is going well; but while the results to date are encouraging, we still do have a long way to go. We now have Platinum, Gold and Silver sponsors as well as individual donors; now in addition to these categories, we are able to offer advertising in our Convention program with full page, half page and quarter page ads (program size is 8 1/2 x 5 1/2)

### **WHY ARE WE FUNDRAISING?**

You may wonder why we need to fundraise to put on this convention. Here are some of the reasons:

- In the 10 years since we last hosted the convention in Toronto, costs have increased substantially
- Hotel costs have risen, flights are expensive; therefore, we have kept the registration cost well below the cost of food provided in order that people will be encouraged to attend; in addition we have other expenses
- Funding sources in Iceland, such as Landsbanki, are no longer available to us; the recession in this country has affected fundraising, and there have been other fundraising initiatives, including the recent disaster in Haiti

### **WHAT ARE THE BENEFITS OF SPONSORING, DONATING OR BUYING ADVERTISING?**

Benefits to businesses for convention financial support include the following:

- Receive public recognition in convention program, literature, in *Lögberg-Heimskringla* (*space permitting*) and on a large screen TV at the convention
- Assist the Icelandic presence in North America

### **WHAT CATEGORIES OF SPONSORSHIP ARE AVAILABLE?**

Platinum ( <i>Oðin Chief god, ruler of Ásgard</i> )	\$2500 (receive 2 convention registrations)
Gold ( <i>Freyja, Goddess of Love</i> )	\$1000 (receive 2 invitations to Gala Dinner)
Silver ( <i>Thor, god of Thunder</i> )	\$500 (receive 2 invitations to Sunday Brunch)

### **WHAT SIZES OF ADS IN THE CONVENTION PROGRAM ARE AVAILABLE?**

Full page \$250 1/2 Page \$150 1/4 Page \$100

Specs: Full Page 5 x 8" 1/2 Page 5 x 3.75 " 1/4 page 2.5 x 3.75"(Enquire about sizes needed for *Logberg* recognition program) 300 dpi (or higher) image (tiff, jpg, eps, png) or PDF

Sponsorships and donations may be made out to the Icelandic Canadian Club of Toronto and forwarded to Lynne Thorkelsson, Treasurer, 1680 Scugog St. Port Perry, ON L9L 1E2. Additional information about advertising in the convention program can be directed to the 2010 Convention Fundraising Cabinet, c/o John Thordarson, Ph: 416-751-8747 or Email: [thorco@aol.com](mailto:thorco@aol.com).

Another way of contributing is by submitting an item to the **Silent Auction**. This year, we have one scholarship recipient, four young people going on the Snorri program, and one young child going to the Icelandic Heritage Camp. We pay for those grants with the money we raise at the Silent Auction! Contact Phyllis [pjpollard@mac.com](mailto:pjpollard@mac.com) 416 987-0738