



Good day one and all,

We are very excited to announce that our Pickering Football Club (PFC) will reach a momentous milestone in 2024 - **our 40th Year Anniversary!**

To commemorate this milestone, we are forming a special committee to deliver a plan that captures and celebrates the essence of PFC and establishes the framework that secures its legacy for future PFC generations. The PFC would like to hear from anyone with the experience and skill set to help shape this remarkable endeavor.

The primary goal of the committee is to plan and execute an exceptional anniversary celebration that honors the club's rich history, recognizes its achievements, and brings together current and former athletes, coaches, parents, and supporters.

Committee responsibilities include the following:

1. Brainstorming and Planning:
 - a. Generate, creative ideas for the anniversary celebration, considering both traditional and innovative approaches.
 - b. Develop a comprehensive event plan that encompasses various aspects, such as venue selection, theme, activities and logistics.
 - c. Collaborate with other committee members to ensure a cohesive and engaging event experience.
2. Fundraising and Sponsorship:
 - a. Assist in securing financial resources via fundraising initiatives, and in-kind partnerships.
 - b. Establish sponsorship opportunities that can be married to specific events during the 2024 celebration.
3. Program Activities:
 - a. Determine the event format, including the sequence of activities, speeches, awards and entertainment.
 - b. Organize engaging sports-related activities, exhibitions, tournaments/festivals to involve current and former club members.
 - c. Coordinate with subcommittees responsible for specific elements, such as decorations, catering, audiovisual setup, and guest management.
4. Communication and Promotion:
 - a. Develop a comprehensive communication plan to raise awareness about the anniversary celebration within the club and the wider community.
 - b. Utilize various channels, such as social media, newsletters, press releases, and local media, to promote the event and generate excitement.
 - c. Liaise with the club's ED, GM who will provide committee with executive oversight, as well as the marketing or communication team to ensure consistent brand messaging.



Committee meetings: Shall be determined by the committee chair. Meetings will serve to discuss progress, share updates, and make collective decisions. Additional meetings may be scheduled closer to the event as necessary. We understand that everyone has busy schedules, so we will strive to find meeting times that accommodate the majority.

Duration of committee existence: The committee's existence will run into late 2024 at the conclusion of the final event and any required reporting. Terms for individuals will be dictated by specific projects with the expectation that the main committee will be involved until the Committee ceases to exist.

To confirm your interest: Please fill out the [Celebrate with Us Form](#) by June 30th to express your interest in joining the 40th Anniversary Celebration Committee.

We truly believe that your expertise, dedication, and passion will be invaluable in making this anniversary celebration a resounding success. Together, let's create a memorable event that will highlight the remarkable journey of the Pickering Football Club.

Thank you for considering this opportunity, and we look forward to hearing from you soon.

Sincerely,

Matt Greenwood – Executive Director

Corrado Roccasalva – General Manger