



# PORTRAITS OF HONOUR PORTRAITS HONORIFIQUES



**Kin Canada**  
Association of Kinsmen and Kinettes  
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## POH Frequently Asked Questions

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### GENERAL QUESTIONS

#### How will the funds raised on the Portraits of Honour National Tour be disbursed and used?

In September we met with Chief of Defense Staff, General Walter Natynczyk and made the formal announcement that the major recipient of the Portraits of Honour National Tour Fund would be the Military Families Fund (MFF) which was started by then Chief of Defense Staff, General Rick Hillier. We also plan to support the various Military Family Resource Centres (MFRC) who work to support our troops and their families across Canada on a more case by case basis. Each of these funds have had an important impact on the lives of many military members and their families and the MFF in particular has proven to be effective in developing new strategies and policies that affect Canadian troops as a whole. We will also seek to assist other military charities who have a proven record in offering support to Canadian Forces personnel.

#### Is there a cost to bring the Tour to our town?

POH does not charge an Appearance Fee. Some have confused the fact that there is a cost to bring the tour to a town as an Appearance Fee. There is a cost (fuel, staffing, hotels, etc) to bring the tour to a town and this is typically in the range of \$2,500 but we are not charging this cost out. We hope that Local Community Organizing Committees (LCOC) recognize the cost and effort that is required to bring the mural to their town and that this motivates them to create the best possible fundraising opportunities and results possible. All event costs are the responsibility of the LCOC.

### SCHEDULING QUESTIONS

#### How did you decide where to bring the Tour?

We looked at 4 criteria. Our primary goal was to bring the mural to as many hometowns of the fallen troops as possible. We also considered other locations and events based on attendance, fundraising potential and military involvement. Beyond that we simply needed to minimize scheduling conflicts.

#### Why isn't the Tour stopping in my town/city?

There are many reasons why we may not be able to bring the Tour to your location, but the most likely reason is due to scheduling. The Tour has a very compressed time schedule with over 140 event days crammed into a 6 month timeframe. Factor in travel time, etc and we simply have very few days off. We have tried to accommodate as many requests as possible.

#### When will the Tour start and finish?

The Tour is scheduled to launch in Kitchener, ON on May 27, 2011 and is scheduled to conclude in Brandon, MB on December 5, 2011.

**How can I find out more details about an event coming to our town/city?**

Each event is organized by the Local Community Organizing Committee (LCOC). Each of these LCOC's set their own event plan, agenda and timing. We will begin to publicize these events and their details on our website in the coming week. Most committees are also promoting and publicizing their event in local media. If you need to reach one of our event organizers for details please email us your request to [info@portraitsofhonour.ca](mailto:info@portraitsofhonour.ca) and we'll try to connect you with the local organizers.

**OPERATIONAL QUESTIONS****How many people are on the Tour Team travelling with the Tour?**

The POH Tour Team currently consists of 7 people. This includes a Driver, Tour Supervisor, two (2) Tour Staffers, the Artist Dave Sopha, his wife Penny and their granddaughter.

**Are we responsible for providing hotels and meals to the Tour Team?**

While there is no formal obligation to do so, any help that you can provide in offsetting our tour costs is appreciated and welcomed. If you wish to donate hotel rooms, we would require a minimum of 2 rooms and a maximum of 4 rooms. Meals are also appreciated especially if your event includes a luncheon or dinner.

**How much space does the trailer require?**

The trailer, when unfolded in its display state, requires 55' length x 18' width x 13'6" height. To drive it through an opening in its folded highway state it requires an opening of 8' 7" wide x 13'6" height. The complete spec sheet, photos and requirements can be downloaded [here](#).

**How long does it take to setup and take down the trailer?**

It takes us approximately 40 minutes to set up the trailer and approximately 40 minutes to take it down. For this reason we must limit the trailer to only attend a maximum of two sites per day; however, we prefer to only have to setup in one location.

**Does the trailer have lights?**

Yes, the trailer comes complete with lights. We have a diesel generator on board but we prefer to plug into local ground power.

**Does the trailer come with a sound system, tents and chairs?**

The trailer has an onboard public address system. It is designed for smaller type crowds in the range of 300 people. For larger events, it will be up to the LCOC to provide a larger PA system. The Tour will bring a podium which can be used on the display stage. The POH Tour does not bring or provide any tenting, chairs, etc. This is the responsibility of the LCOC.

**Is the display handicap accessible?**

Yes, there is a handicap wheelchair lift.

**EVENT PLANNING QUESTIONS****Do you have a Tour Event Manual that tells us how to run an event?**

While we originally intended to produce such a document, we quickly realized that the diversity of events being created by LCOC's made this impractical. Each event is very unique and will have different requirements. From the standpoint of POH, we simply require a large enough space to bring and park the trailer or the replica (see below).

**What happens if we can't fit the trailer into our event (ie indoor events)?**

Many events simply can't host the trailer. So for these events we have created what the art world calls a giclée. It's a fancy word that means replica. We have created a full size replica of the mural that is virtually indistinguishable from the real mural which remains mounted onto the trailer. This replica mural can be brought into a ballroom. The replica is approx. 9' tall x 35' wide. It comes with its own frame and it can free stand on the floor or it can be suspended on wires from a ceiling.

**How long will you be in our town?**

This is dependent on the LCOC's requirements. Due to staffing concerns, we must limit our day to 12 hours of operational time. Typically it will be up to the LCOC to decide how long their event is, etc. In some cases we will only have a quick stop (a couple hours) in a smaller town on the way to a larger event. In such case the LCOC will be made aware and we will schedule a window of time.

**MARKETING & PROMOTIONAL QUESTIONS**

**Do you have any marketing materials that we can use (posters, brochures, DVD's etc)?**

Yes, you can download several templates and materials from the website. Look in the left hand menu towards the bottom for the Marketing & Media Resources section. WE will be constantly adding materials to this section. If you require a copy of the DVD of the video that is featured on our homepage, please email your request to [info@portraitssofhonour.ca](mailto:info@portraitssofhonour.ca)

**Where can I get an official logo?**

You can find this on our website at <http://www.portraitssofhonour.com/index.cfm?page=MediaResources>

**Do you have any great ideas on events and fundraising ideas from other communities?**

This is a section of our website that we are working on and hope to upload soon. We are doing our best to try to keep up with the demands of the 90+ LCOCs across Canada. Our operations team is very small consisting of a couple of people, compared to similar sized tours to ours that have 40 people in operations.