



# Sponsorship Guidelines

## **Creating that unmatched urban experience**

The Downtown Vancouver Business Improvement Association (DVBI) is a big supporter of initiatives that bring residents, workers, and visitors together to participate in unique experiences. Given the DVBI's small staff complement, it is particularly supportive of activations that require little staff time but deliver big impacts and/or significant positive impressions.

### *Timing*

The DVBI operates on fiscal calendar (April 1-March 31). It finalizes and approves its overall sponsorship budget in late January/early February each year. While the DVBI allocates most of these funds to specific annual events it has ongoing partnerships with, it also leaves some leeway to accommodate new and emerging events. Organizations are encouraged to apply for sponsorship throughout the year.

### *Cash and in-kind sponsorships*

The DVBI supports organizations through cash and/or in-kind sponsorships. In-kind promotion to our membership may occur through any of the following: inclusion in printed newsletters and/or e-newsletters, participation of the Downtown Ambassadors at the event, an event listing on our website, promotion through social media, and advocacy and guidance from DVBI staff.

### *Two streams of sponsorship: a more flexible model*

#### Spectacle

This is the more traditional style of sponsorship, partnering with medium to large scale festivals and events that stage key programming within our DVBI catchment. Usually there is a clear identity or theme to the festival, and focus can be on components like music, dance, food, sport, art, film etc.

#### Community Experience

Times are changing and not all creative ventures are the same - if the primary focus of your event is to help combat social isolation, this stream just might be for you! This stream of sponsorship focuses more on the small to medium scale activations (events, festivals, art, performances, installations etc.) that are often grass-roots, start-up, or experimental. The impacts of these experiences are often subtle, and seemingly spontaneous forms of engagement in the public realm, or in publicly accessible spaces. Think interactive lighting installations, art, street theatre, unexpected delight.

Additional opportunities may exist based on a proposal and sponsorship package.

Let's chat!

## **Sponsorship criteria**

**Focus** The DVBIA aims for a comprehensive sponsorship portfolio that has something for everyone. Partners are encouraged to focus on a specific area such as culture, art, traditional holidays, shopping, dining, sports or downtown living.

\*The DVBIA does not sponsor political events or rallies, professional conventions or charitable/fundraising efforts.

**Downtown as a Destination** Proposals must describe why downtown is the preferred location to host an event and what advantages your organization would have in being downtown. They must provide examples of how organizers would showcase downtown as a destination through promotion and implementation of an event.

Key programming must take place in the DVBIA's 90-block catchment area.

**Accessible** In keeping with strategic goals, the DVBIA's sponsorship program gives preference to activations that are accessible and inclusive as possible. Ideally, 'free' components are widely available, and ticketed or admission-based events have affordable price points.

**Sustainable** The DVBIA encourages sustainable practices from all of its event organizer partners. In addition to demonstrating adequate resource capacity for producing a quality experience, event organizers must demonstrate how environmentally sustainable practices are incorporated in their activation (e.g. working with current DVBIA partners such as HUB Cycling or The Binner's Project). Additional ideas can be found in the City of Vancouver's Green Events Planning Guide

**Target Audience** The target market must be in keeping with the DVBIA's primary focus on Millennials: local and Metro Vancouver residents, workers and their families versus tourists. The activation must engage participants already downtown and/or entice them to come downtown when they might otherwise not do so.

**Placement & Branding** Proposals must provide opportunities to brand downtown and/or the DVBIA in all collateral materials, event web site, event signage, etc. The sponsorship must enhance the market leadership qualities and prestige of the 'downtown' or the 'DVBIA' brand as well as emphasize its uniqueness.

**Partnerships**: The DVBIA does not require nor seek exclusivity as a sponsor. In fact, it encourages as much partnership and involvement of the community as possible.

**Practical application**. The sponsorship must have a practical application, enabling the DVBIA to position downtown to the event audience and/or offer opportunities to engage our members in the event/festival. We do not undertake sponsorships that only allow us to position the association's logo.

**Communications & Exposure**. The event must include a comprehensive communication strategy with an innovative and creative concept, measurable objectives, and plan for soliciting media coverage as well as advertising (e.g.: news releases, published list of sponsors, TV, radio, printed materials, social media etc.).

**Project plan & Measurement**. A formal plan should be in place that outlines the event's objectives how it intends to achieve them. An evaluation/measurement system, and safety plan/risk assessment must be shown to be in place in advance. Analysis of the activation in the form of a final report will include results of that predetermined measurement system. E.g.: surveys. A draft budget should be included.