



Sponsorship Application

Organizers may submit this completed application form or for more space, provide a proposal that addresses each section below. Sponsorship packages that are written for a general audience without consideration of DVBIA requirements will not be considered.

Consult the DVBIA Sponsorship Guidelines document to help guide you through this application.

Name of Event/Festival: _____

Organization/Main contact: _____

Event/Festival dates: _____

Location(s): _____

Sponsorship requested: _____

Describe: In 50 words or less, describe your event

Focus: Do you identify as a *Spectacle* or *Community Experience* event? What is your focus or genre?

Downtown as a Destination: What is the benefit of hosting your event downtown?

Accessible: How does your event ensure everyone can participate?

Sustainable: How can your organization deliver the event effectively? How does your event incorporate environmentally sustainable practices?

Target Audience: Who is your target audience and why?

Placement & Branding: How does your event enhance the downtown image and the DV BIA as an organization?

Partnerships: What other partners have been secured/are being sought?

Practical application: How does your event directly benefit downtown as a place and our member businesses?

Risks: Are there any risks of disrupting normal business operations of the downtown business community (e.g. noise pollution, blocked entryways etc.)? If so, how can we work together to mitigate such disturbances.

Communications & Exposure: Attach your communication plan

Project plan & Measurement: Attach your project plan with measurable objectives and a safety plan.

Summary Report: The sponsored organization must follow-up with the DV BIA by providing a summary report of the event including any collateral material showing our ad placement, logo, etc. and analysis of your project objectives with supporting metrics within 90 days of the event finish date. Organizations that do not submit a summary report will not be considered for future funding. DV BIA staff will require a briefing in advance of the event, and a wrap-up meeting after the event.

Questions?

To ask for clarification or assistance with our Sponsorship program and its documents, contact Heather McKenzie-Beck, Communications and Events Manager, DV BIA, at 604.616.0933 or heather@dtvan.ca.