



## SPONSORSHIP GUIDELINES

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### **CREATING THAT UNMATCHED URBAN EXPERIENCE**

Downtown Van considers initiatives that unite residents, workers, and visitors to participate in unique experiences. We do not provide staffing resources or planning support. Downtown Van branded collateral such as tents or banners may be available and must be requested within one month of your event. Please note that pick-up, delivery, and return are the responsibilities of your event.

### **TIMING**

Downtown Van operates on the fiscal calendar from April 1 to March 31. Each year, we finalize and approve the overall sponsorship budget in January. Early applications are encouraged, and organizations can apply for sponsorship starting in late January. Downtown Van considers funding applications for new and existing events.

### **CASH AND IN-KIND SPONSORSHIPS**

Downtown Van supports organizations through cash and in-kind sponsorships. In-kind promotion to our membership may include inclusion in e-newsletters, an event listing on our website, and advertising through social media.

### **FOCUS**

Downtown Van aims for a comprehensive sponsorship portfolio that has something for everyone. Partners are encouraged to focus on a specific area, such as culture, art, shopping, dining, sports, or downtown living.

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

## **DOWNTOWN AS A DESTINATION**

Successful proposals should include information describing how Downtown Vancouver will benefit from your event. Examples include economic development initiatives such as restaurant and retail support and increased foot traffic. Please illustrate how your event will bring vibrancy and fresh ideas to Downtown Van. Proposals must showcase examples of downtown as a destination through the promotion and implementation of an event. Key programming must take place in Downtown Van's 90-block catchment area.

## **FINANCIALLY ACCESSIBLE**

In keeping with strategic goals, Downtown Van's sponsorship program gives preference to activations that are free to the public.

## **SUSTAINABLE**

Downtown Van encourages sustainable practices from all its event organizers and partners. In addition to demonstrating adequate resource capacity for producing a quality experience, organizers are encouraged to explain how environmentally sustainable practices are incorporated into their activation. Additional ideas can be found in the City of Vancouver's Green Events Planning Guide.

## **PLACEMENT & BRANDING**

Proposals must provide opportunities to brand Downtown Van in all collateral materials, including social media, event website, event signage, etc.

## **PARTNERSHIPS**

Downtown Van does not require exclusivity as a sponsor. It encourages as much partnership and community involvement as possible.

## **EVENT MANAGEMENT AND IMPLEMENTATION**

The event must include a comprehensive communication strategy with an innovative concept and measurable objectives. Plans for soliciting media coverage and advertising are highly encouraged (e.g., news releases, published lists of sponsors, TV, radio, printed materials, social media, etc.). We are not responsible for permitting, logistics, comms plan, or marketing.

## **PROJECT PLAN & MEASUREMENT OR PRE AND POST-PLANNING AND ANALYSIS**

A formal plan is required, including the event's draft budget and clearly defined objectives. Successful submissions will include critical information about your evaluation/measurement system and safety plan. A post-report providing analysis of the activation must be submitted within one month of the event.

## **LET'S CHAT!**

If you'd like more information, please visit our website at [dtvan.ca](http://dtvan.ca) and contact our Director of Operations, [joshua@dtvan.ca](mailto:joshua@dtvan.ca)