

Downtown Halifax Business Commission (DHBC) offers a limited number of sponsorships for events and activations that bring residents, workers, and visitors together to participate in exciting and/or unique experiences that contribute to the vibrancy and prosperity of the Downtown Halifax area.

Sponsorship amounts range from \$250.00 up to (but not exceeding) \$5,000.00 including HST (if applicable). Sponsorship applicants are welcome to apply for any amount between that range.

TIMING

DHBC operates on a fiscal calendar (April 1 to March 31). The sponsorship budget is generally approved around late March of each year. While some of the budget is allocated to specific annual event partnerships, there is room for other events, both existing and new, to receive sponsorship support.

Applications are reviewed by DHBC's Marketing Action Team (the Team). Comprised of DHBC members, the Team evaluates all sponsorship opportunities against the Sponsorship Assessment Guidelines outlined in this document and DHBC's strategic goals. Sponsorship applications are reviewed and evaluated by the Team either during the bi-monthly Marketing Action Team meetings or by email. Because of this, event organizers are welcome to apply for a sponsorship at any time throughout the year.

CASH AND IN-KIND SPONSORSHIP

DHBC supports organizations through cash and/or in-kind sponsorships. In-kind sponsorships could include all or any of the following: an event listing on downtownhalifax.ca, promotion through DHBC's social media channels, inclusion in both the Bi-weekly Update to members and the public-facing events e-newsletter, and advocacy, facilitation and/or guidance from DHBC staff.

Additional opportunities may exist based on the proposal and potential partnership opportunities. DHBC is open to discuss other options.

ASSESSMENT GUIDELINES

FOCUS

DHBC aims to sponsor a variety of events from small activations to large-scale festivals that take place across the Downtown Halifax area. Key programming must take place in DHBC's catchment area for an application to be considered.

DHBC does not sponsor activations, initiatives, or events that take place outside of the Downtown Halifax area.

DHBC does not sponsor political or religious events or rallies, professional conventions or conferences, or charitable or fundraising efforts.

DHBC does not sponsor events or initiatives that are exclusively virtual or online only.

DOWNTOWN BRANDING

Sponsorship applicants must demonstrate how their event will provide positive exposure for DHBC through branding and/or other opportunities, and how their event will enhance public perception of Downtown Halifax.

DOWNTOWN AS A DESTINATION

Applicants must describe why Downtown Halifax is the preferred location to host their event, and how their event will bring people to the Downtown Halifax area. Examples of how applicants would showcase Downtown Halifax through promotion and execution of the event are encouraged.

MEMBER IMPACT

Applications must demonstrate how the event will benefit DHBC members. Activations should help to increase member satisfaction and provide opportunity for DHBC's members to engage with and/or participate in the event.

AUDIENCE FIT

The target market of the event must be in keeping with DHBC's target audiences (urban dwellers, students and young adults, Downtown business owners and workers, suburban families, etc.).

SPONSORSHIP IMPACT

Applicants must successfully demonstrate how DHBC's sponsorship will positively impact the event, the Downtown Halifax area, and DHBC members.

ADDITIONAL ITEMS FOR CONSIDERATION:**ACCESSIBILITY**

DHBC gives preference to activations and events that are accessible and inclusive for everyone. This could include, but is not limited to, the venue (e.g. location), cost of event (e.g. the event is free and/or tickets have affordable price points), promotion (e.g. accessibility guidelines used on printed material), etc.

SUSTAINABILITY

DHBC encourages sustainable practices from its sponsorship partners, and gives preference to organizers who demonstrate in their application how they will encourage and/or incorporate environmentally sustainable practices in their event.

*For more information regarding DHBC's Sponsorship Assessment Guidelines, contact **Allana MacDonald Mills**, Director of Marketing, 902-407-5411 or allana@downtownhalifax.ca.*