

Downtown Halifax Business Commission (DHBC) offers a limited number of sponsorships for events and activations that contribute to DHBC’s strategic goals. DHBC’s Marketing Action Team, comprised of DHBC members, evaluates all sponsorship opportunities against the guidelines outlined in the Sponsorship Assessment Guidelines document. Please read the **Sponsorship Assessment Guidelines** (separate document), and **Sponsorship Terms & Conditions** (on page 5) before submitting the application.

To be considered for DHBC sponsorship, it is mandatory to submit a completed Event Sponsorship Application form. You may include additional support documentation with your submission that describes your event and/or your sponsorship proposal.

**APPLICANT INFORMATION**

Submission Date:

Event Name:

Event Date(s):

Event Location(s):

Event Organizer (organization name):

**PRIMARY CONTACT INFORMATION**

Name:  Position:

Phone:  Email:

**WHICH OF THE FOLLOWING DESCRIBES YOUR ORGANIZATION?**

Not-for-profit  Volunteer organization  Group(s)  Business(es)

Is your organization a DHBC member (located in Downtown Halifax)?  Yes  No

**ESTIMATED EVENT ATTENDANCE** (MANDATORY - IF YOU ARE APPLYING FOR MULTIPLE EVENTS, PLEASE USE THE COMBINED EVENT ATTENDANCE FOR ALL YOUR EVENTS):

**CASH AMOUNT REQUESTED** (SEE SPONSORSHIP ASSESSMENT GUIDELINES FOR ELIGIBILITY RANGE):

**ADDITIONAL SPONSORSHIP ACTIVATION SUPPORT TO CONSIDER** (GIFT CARDS FOR DOOR PRIZES, ETC.):

## **EVENT OVERVIEW**

Provide an overview of your event. Please include the purpose and/or goals of the event, plus any other pertinent information:

Outline the target audience for this event:

Tell us how you see your event growing or evolving over the next 5 years:

**EVENT OVERVIEW CONTINUED**

Give us a brief outline of the marketing plan:

Explain in detail how a cash sponsorship contribution from DHBC will be used for the event:

**SPONSORSHIP RECOGNITION DETAILS**

If applicable, please list all existing partners and/or sponsors:

Outline how DHBC will be recognized as a sponsor including all potential sponsorship placements and benefit options that could be provided:

Are there any unique sponsorship benefit opportunities DHBC could consider?

## **SPONSORSHIP ASSESSMENT GUIDELINES OVERVIEW**

See the Sponsorship Assessment Guidelines document for more detail.

**Sponsorship Impact:** How will DHBC’s sponsorship positively impact your event?

**Member Impact:** How will your event benefit DHBC members (all businesses and organizations in Downtown Halifax)? How can DHBC members get involved with your event?

**Downtown Exposure:** How will your event enhance public perception of DHBC and Downtown Halifax?

### **Other items for consideration:**

**Inclusion & Accessibility:** If applicable, briefly outline how your event is inclusive and/or accessible:

**Sustainability:** If applicable, explain how you will encourage and/or incorporate environmentally sustainable practices in your event:

*Send the completed application and any supporting materials to Allana MacDonald Mills, [allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca).*

## SUMMARY REPORT

Sponsored organizations **must** follow-up with DHBC following their event by completing the **Summary Report** provided by DHBC **within 3 months of the event finish date** (or the date of the last event). Event organizers that do not submit a completed Summary Report to DHBC will not be considered for future funding.

## QUESTIONS

For more information and assistance regarding DHBC's Event Sponsorship Program or the application process, contact **Allana MacDonald Mills**, Director of Marketing, at 902-407-5411 or [allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca).

## DHBC EVENT SPONSORSHIP PROGRAM TERMS & CONDITIONS

1. Applications for DHBC Sponsorships must be fully completed and submitted using the DHBC Event Sponsorship Application Form. DHBC may refuse or delay incomplete or partially completed Application Forms.
2. DHBC does not sponsor activations, initiatives, or events that take place outside of the [Downtown Halifax catchment area](#). DHBC also does not sponsor political or religious events or rallies, professional conventions or conferences, charitable or fundraising efforts or events, or events or initiatives that are exclusively virtual or online only.
3. Applications are reviewed during DHBC's bi-monthly Marketing Action Team meetings only. Comprised of DHBC members, the Marketing Action Team evaluates all sponsorship opportunities against the Sponsorship Assessment Guidelines. Applications must be received at least 60 days prior to the event start date. Last minute applications will no longer be reviewed. All applicants will be contacted immediately after assessment with the result of the evaluation.
4. DHBC provides sponsorships up to \$7,500.00 (CAD) (including HST if applicable) depending on the estimated attendance for the event(s). DHBC has a limited sponsorship budget, and not all applications will qualify for funding. Sponsorships are assessed on a first-come, first-served basis.
5. In order to provide funding to a variety of different events, event organizers hosting multiple events in a fiscal year will not receive more than the maximum amount they are eligible to apply for as determined by the combined event attendance for all their events in a fiscal year. It is therefore recommended that event organizers apply once for all their events.
6. If sponsorship funds provided by DHBC are not used in their entirety for the intended purpose during the event indicated in the application, the organization must return the funds to DHBC to the attention of Kimberly Dossett, Director of Finance & Operations ([kimberly@downtownhalifax.ca](mailto:kimberly@downtownhalifax.ca)).
7. If there is a change to the event for which a DHBC sponsorship has been granted (e.g., the location has changed, the event has been postponed, etc.), email notification of the change must be communicated to Allana MacDonald Mills ([allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca)) immediately to determine how the sponsorship partnership will go forward. If an event is moved outside of the Downtown Halifax catchment area after a DHBC sponsorship has been awarded, the sponsorship will automatically be terminated.
8. DHBC's official logo will be used to recognize the contributions of DHBC where and when applicable. The logo file(s) along with DHBC's Graphic Standards Manual will be provided to the organizers by DHBC at the time the sponsorship is awarded.
9. DHBC reserves the right to use any information related to the event being sponsored in promotional materials and advertising (e.g., DHBC's social media platforms). The use of information will be at the discretion of DHBC and may be done without notice.
10. The Summary Report must be submitted no later than **3 months** after the event finish date (or the finish date of the last event) to Allana MacDonald Mills, Director of Marketing ([allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca)). Organizations that fail to submit the Summary Report will not be considered for future sponsorship requests.