

**Downtown Halifax Business Commission** (DHBC) offers a limited number of sponsorships for events and activations as part of DHBC’s **Event Sponsorship Program**. The Event Sponsorship Program was designed to help increase event attendance at events happening in Downtown Halifax, and to help make the Downtown area a more attractive place for organizers to host events.

## SPONSORSHIP AMOUNTS

Sponsorships are awarded based on the estimated attendance for an event and can range from \$250.00 up to (but not exceeding) \$7,500.00 including HST (if applicable). Sponsorship applicants are welcome to apply for any monetary amount based on the estimated attendance of their event within the ranges indicated below:

ESTIMATED EVENT ATTENDANCE:	MAXIMUM AMOUNT TO APPLY FOR:
Under 1,000	Up to \$2,500.00
Between 1,000 – 10,000	Up to \$5,000.00
Over 10,000	Up to \$7,500.00

For example, an event with an attendance estimate of 3,000 people can apply for up to \$5,000.00, while an event expecting 400 people can apply for up to \$2,500.00. An accurate event attendance estimation is required for the application.

*In order to provide funding to a variety of different events, event organizers hosting multiple events in a fiscal year (see below) 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 planning multiple events apply once for all their events.*

## TIMING & APPLICATION REVIEW

DHBC operates on a fiscal calendar that runs from April 1 to March 31. The Event Sponsorship Program budget is usually approved in late March for the next fiscal year. It is important to note that the budget is limited, and applications are assessed on a first come, first served basis.

Applications are reviewed by DHBC’s **Marketing Action Team** that is comprised of DHBC members. The Team evaluates all sponsorship applications against the guidelines outlined in this document. Applications are assessed during Marketing Action Team meetings that take place every second month during the fiscal year (May, July, September, November, January, and March\*). Because of this, applications must be submitted at least **60 days** prior to the event start date (or the start date of the first event) to ensure there is time to review the application at a Marketing Action Team meeting. **Applications will not be evaluated by email.**

## PROMOTION & ACTIVATION SUPPORT

Successful applicants will also receive promotion for their event(s) on DHBC’s social media channels, online events calendar, and public-facing newsletter. They may also be eligible to receive additional activation support (e.g., gift cards to use as door prizes), as determined by the Marketing Action Team. Applicants are welcome to indicate any additional support they may need in their application form.

## ELIGIBILITY

Please consider the eligibility requirements before applying for sponsorship:

***The event(s) 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 members organizing events outside of the DHBC catchment area are not eligible for sponsorship.*

*DHBC does not sponsor political or religious events or rallies, professional conventions or conferences, or charities and/or events that are exclusively fundraising efforts.*

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

## ASSESSMENT GUIDELINES

### EVENT ATTENDANCE

The estimated attendance for an event will directly affect the amount of sponsorship a successful applicant receives; therefore applicants must provide an accurate estimate and/or projection of attendance based on either attendance numbers from previous years, on similar type and/or sized events, the size of the venue, etc.

### SPONSORSHIP IMPACT

Applicants must outline how DHBC's sponsorship will positively impact the event. For example, will your event be able to take place without the support of DHBC's Event Sponsorship Program?

### MEMBER IMPACT

Applications must explain how the event will benefit DHBC members (all businesses and organizations in the Downtown area) by outlining how event attendees will support other Downtown Halifax businesses when they are here for their event, how DHBC members can get involved with the event, etc.

### DOWNTOWN EXPOSURE

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.

## ADDITIONAL ITEMS FOR CONSIDERATION

### INCLUSION & ACCESSIBILITY

Applicants are encouraged to highlight, if and where applicable, how their event or activation is inclusive and/or accessible. This could include, but is not limited to, the type of event (e.g., the event showcases a specific culture), the cost of the event (e.g., the event is free and/or tickets have affordable price points), how the event is promoted (e.g., accessibility guidelines are used on printed materials), etc.

### SUSTAINABILITY

DHBC encourages sustainable practices from its sponsorship partners, and event organizers are welcome to explain how they will promote and/or incorporate environmentally sustainable practices in their event.

*Have questions about the Event Sponsorship Guidelines or application process? Have an idea for an event and need some help getting started? Don't hesitate to contact **Allana MacDonald Mills**, Director of Marketing, 902-407-5411 / [allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca) or visit [downtownhalifax.ca/eventsponsorship](http://downtownhalifax.ca/eventsponsorship).*