

**Downtown Halifax Business Commission (DHBC)** offers a limited number of sponsorships for events and activations that align with DHBC's strategic goals. All sponsorship opportunities are evaluated by DHBC's **Marketing Action Team**, which is comprised of DHBC staff and members, and at least one member of DHBC's Board of Directors, based on the criteria outlined in the **Event Sponsorship Program Guidelines**. Please review the Guidelines (separate document) and the **Event Sponsorship Program Terms & Conditions** (on pages 6 & 7) before submitting your application.

To be considered for DHBC sponsorship, you must submit a completed **Event Sponsorship Program Application** form. You may also include additional supporting documentation that describes your event and/or sponsorship proposal.

***First-time applicants** must provide proof of venue and/or location booking confirmation with their application. Applications submitted without this proof will not be considered for sponsorship. **Returning applicants** who have previously received a DHBC event sponsorship must submit an **Event Summary Report** for their last sponsored event before their next application is considered.*

## APPLICANT INFORMATION

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

**HAVE YOU RECEIVED A DHBC EVENT SPONSORSHIP BEFORE?** ☐ Yes ☐ No

If yes, when and for what event? *(If more than one, please list the last event sponsored.)*

If not, do you have proof of your venue/location booking? *(DHBC will not review applications for first-time applicants without proof of venue/location booking.)*

**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 EVENT SPONSORSHIP PROGRAM GUIDELINES FOR ELIGIBILITY RANGE BASED ON YOUR ESTIMATED ATTENDANCE):

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

## EVENT OVERVIEW

Tell us about your event (e.g., when and where it takes place, the purpose and/or goals of the event, overview of activities, staff run or volunteer run, ticket prices, cost to participate, etc.):

**EVENT OVERVIEW CONTINUED**

Outline the target audience for this event:

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

Do you need general commercial liability insurance for your event(s)? If so, have you obtained it? *(If not applicable, please write N/A.)*

Have you acquired, or are you in the process of acquiring, any special event permits required for your event? *(If not applicable, please write N/A.)*

Outline how you will use the cash sponsorship received through this program *(i.e., how will the funds be allocated and spent)* and tell us how it will benefit your event:

Give us a brief outline of your marketing plan for this event:

## SPONSORSHIP RECOGNITION DETAILS

Please list all existing partners and/or sponsors for this event (*if not applicable, please write N/A*):

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

## SPONSORSHIP ASSESSMENT GUIDELINES OVERVIEW

See the [Event Sponsorship Program Guidelines](#) document for more detail.

**Member Impact:** How will your event impact DHBC members (*all businesses and organizations in Downtown Halifax*)? Will attendees of your event support businesses when they are here? How can DHBC members get involved with your event?

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

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

## **SPONSORSHIP ASSESSMENT GUIDELINES OVERVIEW CONTINUED**

**Inclusion, Diversity, Equity & Accessibility:** Tell us how your event fosters inclusion, diversity, equity and/or accessibility. This could include, but is not limited to, the target audience, the type of event, event costs, promotional methods, or providing accessible features (e.g., ASL translation):

**Sustainability:** DHBC encourages sustainable practices from its sponsorship partners. Event organizers are welcome to explain how they will promote and incorporate environmentally sustainable practices into their event:

## **CONSENT & DECLARATION**

I confirm that the information in this application is accurate and complete. I understand that if it's not, my application may be considered ineligible.

I confirm that I have carefully read the **Event Sponsorship Program Guidelines** and the **Event Sponsorship Program Terms and Conditions** (pages 6 & 7 of this document).

I understand that once funding is approved, any change to the event must be approved by DHBC, and that if my event is moved outside of the Downtown Halifax district, the sponsorship will automatically be terminated.

Name of Applicant:

Date:

Please send your completed application and any supporting materials (if applicable) to Allana MacDonald Mills at [allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca).

## SUMMARY REPORT

Sponsored organizations **must** follow up with DHBC after their event by completing the **Summary Report** provided by DHBC within **3 months of the event's end date** (or the date of the last event). Event organizers who do not submit a completed Summary Report to DHBC will not be eligible 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 Event Sponsorships must be fully completed and submitted using the **DHBC Event Sponsorship Application Form**. DHBC will not evaluate incomplete application forms. In addition, **first-time applicants** must provide proof of venue and/or location booking confirmation with their application. Applications without this proof will not be considered for sponsorship. **Returning applicants** who have previously received a DHBC event sponsorship must submit the **Event Summary Report** for their last sponsored event before their next application will be considered.
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 and/or B2B conventions, conferences, workshops, networking events, or meetings; society- or association-hosted lunches, dinners, galas, banquets, or other formal or invitation-only events; charities or charitable events that are exclusively fundraising efforts; or events or initiatives that are virtual or online only.
3. Applications are reviewed and evaluated twice a year\* by **DHBC's Marketing Action Team** which is comprised of DHBC staff and members, as well as at least one member of DHBC's Board of Directors. The first assessment period in March, covers applications for events happening between April 1 and September 30. The second assessment period in September, covers applications for events taking place between October 1 and March 31. All applicants will be notified of the status of their application by late March for the first assessment period, and by late September for the second assessment period. Successful applicants will be asked to sign a sponsorship agreement and will receive a DHBC Event Sponsorship Package.  
  
*\*DHBC's Marketing Action Team may, at their discretion, choose to review and evaluate applications submitted outside the designated assessment periods.*
4. DHBC provides events sponsorships between **\$250.00 to \$7,500.00** (CAD) depending on the estimated attendance for the event(s). ALL monetary sponsorships will **include the HST** unless it is not applicable to the organization. DHBC has a limited sponsorship budget, and not all applications will qualify for funding. Additionally, successful applicants will not necessarily receive the full amount of funds requested.

**DHBC EVENT SPONSORSHIP PROGRAM TERMS & CONDITIONS CONTINUED**

5. To ensure funding is distributed across a variety of events, event organizers hosting multiple events in a fiscal year (between April 1 and March 31) will not receive more than the maximum amount they are eligible for, based on the combined attendance of all their events. Therefore, event organizers planning multiple events are encouraged to apply for all events in one application, even if their event falls within the second half of the year.

6. Successful applicants must invoice DHBC for the amount awarded, including tax (if applicable), within 60 days of the event date. DHBC will issue a cheque no more than 30 days prior to the event date, which can either be mailed to the recipient or picked up at DHBC's office at 104-1546 Barrington Street. If the sponsorship funds provided by DHBC are not fully used for the intended purpose during the event, the organization must return the unused funds to DHBC, attention Kimberly Dossett, Director of Finance & Operations ([kimberly@downtownhalifax.ca](mailto:kimberly@downtownhalifax.ca)).

7. If there are any changes to the event for which a DHBC event sponsorship has been granted (e.g., change of location, event postponement, etc.), email notification of the change must be sent to Allana MacDonald Mills at [allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca) immediately to determine how the sponsorship will proceed. If the event is moved outside the Downtown Halifax catchment area after receiving DHBC sponsorship, the **sponsorship will be terminated**, and the recipient will be required to return any received funds to DHBC.

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 and other relevant materials 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 date (or the 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.