

**Downtown Halifax Business Commission** (DHBC) offers a limited number of sponsorships through its **Event Sponsorship Program**. This program was designed to increase event attendance at events happening in Downtown Halifax and to make the Downtown area a more attractive location for event organizers.

## 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 in a year, apply once for all their events.

## TIMING & APPLICATION REVIEW

DHBC operates on a fiscal calendar that runs from **April 1 to March 31**. The budget for the Event Sponsorship Program is limited, and the intent of the program is to support specific components of an event (e.g., marketing, equipment rental, etc.) rather than funding the entire event. Not all applicants will be successful, and even those who are will not necessarily receive the full amount of funds requested.

DHBC reviews and evaluates applications twice a year. 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**. DHBC will announce when applications are being accepted through its communication channels, including the website and social media.

## **TIMING & APPLICATION REVIEW CONTINUED**

Applications will be reviewed and evaluated by DHBC's **Marketing Action Team** that is comprised of DHBC staff and members, as well as at least one member of DHBC's Board of Directors. The Team will evaluate all sponsorship applications against the guidelines outlined in this document.

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, which includes DHBC logos, Terms & Conditions, and additional materials.

## **PROMOTION & ACTIVATION SUPPORT**

Successful applicants will receive promotion for their event(s) through DHBC's social media channels, online events calendar, and public newsletter. They may also be eligible for additional activation support (e.g., gift cards for door prizes), as determined by the Marketing Action Team. Applicants are welcome to specify 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 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; or charities or charitable events that are exclusively fundraising efforts.*

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

**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.

## ASSESSMENT GUIDELINES

### EVENT ATTENDANCE

While DHBC aims to support events of all sizes, its primary goal is to attract people to Downtown Halifax. Therefore, the number of attendees your event is expected to draw will be the main factor in evaluating applications. Applicants must provide an accurate attendance estimate or projection, based on previous years, similar events, venue size, or other relevant factors.

### MEMBER IMPACT

Applicants must explain how the event will benefit DHBC members (all businesses and organizations in Downtown Halifax) by outlining how attendees will support other local businesses. Additionally, how DHBC members can get involved in the event will also be considered.

### SPONSORSHIP IMPACT

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

### BRAND AND LOCATION EXPOSURE

Applicants must demonstrate how their event will provide positive exposure for DHBC's brand and Downtown Halifax through branding, promotion, and other opportunities, as well as how it will enhance public perception of the area.

### INCLUSION, DIVERSITY, EQUITY & ACCESSIBILITY

DHBC is committed to ensuring that our programs are equitable, accessible, and inclusive for all. Applicants are encouraged to highlight, where applicable, how their event or activation fosters inclusion, diversity, equity, and accessibility. This could include, but is not limited to, the target audience, the type of event (e.g., celebrating a specific culture), event costs (e.g., offering free admission or affordable ticket prices), promotional methods (e.g., using accessibility guidelines on materials), and 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.

In addition to these Assessment Guidelines, the Marketing Action Team will consider other factors when assessing an application for sponsorship. Some factors, such as how the requested funds will be used and the applicant's ability to ensure the success of the event, will be given consideration. Other factors, including alignment with [DHBC's 2023-2026 Strategic Plan](#) and any other relevant circumstances that may arise, may also be taken into account during the review process.

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*Have questions about the Event Sponsorship Guidelines or application process? Have an idea for an event and need some help getting started? Contact **Allana MacDonald Mills**, Director of Marketing, 902-407-5411 / [allana@downtownhalifax.ca](mailto:allana@downtownhalifax.ca) or visit [downtownhalifax.ca/eventsponsorship](https://downtownhalifax.ca/eventsponsorship).*