

# TOURISM SPONSORSHIP PROGRAM GUIDELINES

EXPERIENCE  
BRAMPTON

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## Sports Tourism Events



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# Tourism Sponsorship Program - Sport Tourism Events

Sport tourism events play an important role in Brampton. They enhance the community by generating positive economic impact, creating social benefits, fostering civic pride, and forming Brampton's legacy. The Tourism Sponsorship Program – Sport Tourism Events (the "*Sponsorship Program*"), responsibly supports amateur sport competitions that produce compelling experiences, increase economic activity, support community development, and create awareness of Brampton as a tourism destination.

## Program Guidelines

This set of guidelines provides information about the *Sponsorship Program* including available sponsorship, eligibility requirements, the application, review process, important deadlines and general sponsorship provisions. Applicants are strongly encouraged to read and become familiar with these guidelines in their entirety prior to applying, to ensure a thorough understanding of the program and that all eligibility criteria are met.

## Program Inquiries

For questions about the program visit the Tourism website [www.brampton.ca/grants](http://www.brampton.ca/grants) or email Sports Tourism Events at [sport@brampton.ca](mailto:sport@brampton.ca)

### Transparency

The City of Brampton strives to maintain the highest level of transparency with all *Sponsorship Program* recipients and the public. All recipients will be treated equitably, and in accordance with the *Sponsorship Program*.

## Program Objectives

Sponsorship applications are evaluated based on the ability of the sporting event to meet program objectives. Program objectives have been developed to ensure that the City of Brampton establishes relationships that will mutually benefit the City and all funding recipients.

The objectives of the Sport Tourism Sponsorship Program are as follows:

- **Economic Impact** - Positively contribute to Brampton's economic well-being through increased tourist visitation, overnight stays, visitor dollars spent and spending on goods and services from Brampton-based businesses.
- **Community Impact** – Contributions to the community by creating opportunities for local businesses, youth or charitable organizations, providing resources to not-for-profit organizations, enhancing the well being of residents, and building legacies and civic pride are important factors.

- **Promotion of Experience Brampton** - Promoting the city of Brampton and, specifically, the Experience Brampton brand, internationally, regionally, nationally and provincially (as appropriate to the event) emphasizes the essence of what makes Brampton a special place and generates positive publicity and audience visitation.

## Program Eligibility

### Eligible Organizations

The City recognizes the following types of organization as eligible for sponsorship through the *Sponsorship Program*.

- **Incorporated Non-Profit Organization**: an organization that is incorporated under the laws of Canada or Ontario as a non-profit corporation without share capital.
- **Registered Charity**: an organization or foundation that has a valid and subsisting registration as a charitable organization under the Income Tax Act (Canada).

In addition to the above, eligible organizations must meet the following criteria:

- Organizations are required to be a registered not-for-profit or charitable organization for a minimum period of three (3) years.
- Organizations require Commercial General Liability insurance in the amount of \$5 million.
- Organizations must be in good standing with the City of Brampton, this includes not being in default of any contractual obligations to the City or a party adverse to the City, prior to application submission.

Note: New not-for-profit organizations that do not meet the minimum three-year threshold may be considered for funding on a case-by-case basis.

### Ineligible Organizations

The following organizations are ineligible for City of Brampton Sport Tourism Sponsorship:

- For-profit organizations
- School boards or individual schools
- Resident groups or individuals not affiliated with a sport organization
- Organizations that already receive any other funding from the City of Brampton
- Organizations with proposed events that will duplicate any pre-existing event hosted by the City of Brampton
- Political organizations or organizations with political affiliations
- Religious groups and faith organizations whose services and activities include the promotion of and/or required adherence to a faith

- Hospitals, clinic-based services or medical treatment programs
- Fundraising organizations
- Unions

## Eligible Sport Tourism Events

The *Sponsorship Program* will consider only those events that meet the following criteria;

- An international, regional, national, provincial or national amateur sport competition for youth or adults
- Open to the public, accessible and welcoming to Brampton residents and visitors
- Event organizer agrees to provide information for completion of an economic impact assessments, both pre- and post-event, using Sport Tourism Canada's STEAM calculator
- Take place within the borders of the City of Brampton during the 2026 calendar year
- Minimum of two (2) consecutive days of amateur competition at a minimum of seven (7) hours per day
- Minimum of fifty (50) paid rooms at accommodations in Brampton, excluding Airbnb rentals
- Minimum of fifty (50) per cent of the participants (i.e. athletes, coaches, and officials) travelling more than 40 km one way to the event
- Event is sanctioned by a recognized international, regional, national or provincial sporting body, or if an emerging sport with no official status, the sport has official rules/regulations that are being adhered to by the hosting organization.

**NOTE:** If sanctioning from a recognized sporting body is not applicable, the Tourism office will require a letter from the event organizer that includes event details; event rules and regulations, projected participant and spectator data and accommodation bookings; and expected operating budget.

## Ineligible Expenses

The following expenses will not be covered by sponsorship funding:

- Alcohol, tobacco products or legalized substances
- Cash prizes and giveaways including scholarships
- Insurance fees
- Infrastructure or capital expenses
- Volunteer and staff gifts
- Meals provided to festival volunteers/staff/participants before or after the sponsored event
- In-person activities taking place outside of the City of Brampton (i.e. restaurants, tourism, entertainment, recreation etc. that is outside of the Brampton Municipality)

- Donations (i.e. philanthropic donated funds, materials, supplies or services) to a third party or for a project that collects pledges or registration towards fundraising for the recipient organization

## Available Funding

**Maximum Support:** Eligible events may apply for up to **\$40,000** in sponsorship once per fiscal year.

**Event Limit:** Organizations may apply for funding for **up to two distinct events**.

**Fiscal Year:** The City of Brampton's 2026 fiscal year runs from **January 1 to December 31, 2026**.

### Funding Priorities & Allocation

- Priority will be given to:
  - Brampton-based applicants
  - Returning events that have previously received funding
- Final funding decisions will depend on:
  - Total number of applications received
  - Overall budget available within the 2026 Sponsorship Program

**Note:** Funding is not guaranteed for all applicants, and requested amounts may not be fully granted.

### Sponsorship Conditions

- Sponsorship is supplemental and must not exceed 50% of the total event operating budget.
- If final event **expenditures are less than projected**, the sponsorship funding will be reviewed.
- If sponsorship exceeds 50% of the final budget, excess funds must be returned to the City to comply with program requirements.

## Application Review

All Sport Tourism Event applications will be reviewed by Tourism staff for completeness and eligibility. The applicants' scores will be based on a defined scoring matrix directly related to the program's objectives outlined in the guidelines. The City of Brampton cannot guarantee funding to all applicants, nor can the City of Brampton ensure that the total amount requested by a successful applicant will be granted. Applicants will be notified by email regarding the result of their application whether successful or if they do not meet the criteria for this year's funding. Applications for event funding will be assessed on the following criteria.

### Economic Impact

Applicants are required demonstrate how their event will generate measurable economic benefits for Brampton. This includes attracting visitors, increasing overnight stays, and driving

spending at local businesses. To assess this, the City of Brampton requires the submission of the following items;

- A completed **Sport Tourism Economic Assessment Model (STEAM)** form at the time of application
- Number of competition days
- Number of out-of-town participants and spectators
- Number of overnight stays
- Event budget

## Community Impact

Applicants are encouraged to demonstrate how their event contributes meaningfully to Brampton's social and civic fabric. Events should consider including intentional community engagement initiatives that reflect the City's values of inclusivity, civic pride, and active participation.

Examples of The Tourism office will assess applications based on the event's ability to:

- Provide work experience and skills development for Brampton volunteers
- Extra training and skills development opportunities for athletes
- Goods and apparel giveaways to local residents and/or spectators
- Execute clinics, camps, lessons or "try it" sessions
- Opening and/or closing ceremony
- Athlete or team social event (gala, public meet-and-greet, awards ceremony)
- Donation of materials, equipment or financial contributions to a Brampton-based charitable organization
- Award, bursary and/or scholarship contributions
- Professional seminar, panel discussion, symposium or conference

Applicants must clearly describe each initiative selected in the application, including projected costs and expected outcomes. Incomplete or vague descriptions will result in reduced scoring. Events should aim to leave a legacy in Brampton by fostering meaningful connections, enhancing community well-being, and celebrating the city's diversity and vibrancy.

## Promotion of Experience Brampton

Applicants are encouraged to promote Brampton as a vibrant, connected, and active destination through the Experience Brampton brand. Events should include intentional marketing and promotional tactics that highlight Brampton's amenities, local businesses, attractions, and tourism experiences, reflecting the City's values of inclusivity, community pride, and participation.

Each applicant must clearly identify and describe the specific promotional initiatives that will be implemented to highlight and align with the Experience Brampton brand.

Examples of promotional tactics that can integrate the Experience Brampton brand:

- On-site visibility such as branded banners, signage, or activations
- Event apparel for staff, volunteers and/or participants
- Social media promotion
- Digital or print paid advertising
- Email/E-newsletter to participants, spectators and members
- Event website
- Live broadcast content that showcases Brampton as a destination

## Applying to the Sport Tourism Sponsorship Program

### Important Dates

Sponsorship application requests will only be accepted through the Tourism Sponsorship Program's annual call as shown in the table below.

- Sponsorship application requests must be **submitted online by 11:59pm EST** on the deadline close date.
- Call for applications opens on Monday January 5, 2026
- Deadline to submit applications is Monday, February 2, 2026

### Application Package and Mandatory Documentation

The following components are required as part of a complete application package, and will be used to determine an organization's eligibility.

All required documentation is available on the Sponsorship Program webpage located at [www.brampton.ca/grants](http://www.brampton.ca/grants).

#### 1. Online Application Submitted

- Review the application and answer all of the questions. All information provided in the application must be true, correct and complete, as verified by an authorized official(s) from your organization.

#### 2. Economic Assessment Template Submitted

- A completed copy of the Sport Tourism Event Economic Assessment Measure (STEAM) form must be submitted at time of application. A second submission will be required post-event from all successful candidates with all accurate information.

#### 3. Proof of Incorporation Submitted

- If the applicant organization is a federally incorporated non-profit organization, a federal corporation information document is required to be submitted as part of the

application.

- If the applicant organization is a provincially incorporated non-profit organization or registered charity, a provincial corporation profile report is required to be submitted as part of the application.
- Proof of incorporation will be required to be attached to the application form.

### **Successful Requests**

*Successful Sponsorship Program* recipients are required to enter into a sponsorship agreement with the City of Brampton. The agreement must be signed on behalf of the applicant, by the individual(s) who is an authorized member or officer of the organization as indicated on the application. All sponsorship funding will require a fully executed sponsorship agreement, signed by event organizers and City of Brampton officials prior to any financial support being issued.

### **Payment Schedule**

- Seventy-five (75) per cent of the total sponsorship funding awarded will be paid following a fully signed sponsorship agreement.
- The remaining twenty five (25) per cent of the approved sponsorship funding will be released upon receipt of the post-event *Sponsorship Program Close-Out Report* to the satisfaction of City of Brampton Tourism office.

## **Close-Out Report**

A mandatory requirement of the *Sponsorship Program* is the completion and submission of a *Sponsorship Program* Close-Out Report within **Ninety (90) calendar days** following the last day of the event. The purpose of this report is to evaluate the success of the sponsored event, and confirm all tactics specified in the application. The Close-Out Report allows the City of Brampton to analyze how the sponsorship dollars were used to support the overall event. Failure to complete the *Sponsorship Program* Close-Out Report will result in the remaining 25% of being withheld and impact the organization's ability to apply for future funding. Transparency in final event costs will be required.

The *Sponsorship Program* Close-Out report will request verification and proof of the following:

- Proof of completion of all tactics selected as part of the application process
- Post-event completed Sport Tourism Economic Assessment Model (STEAM)
- Copies of final invoices and receipts for purchases made with City of Brampton sponsorship funds
- Detailed budget providing evidence the event spent 200% of the provided sponsorship funds
- Full team lists that participated in the event
- Proof of Brampton accommodation bookings for the event

- Social media analytics
- Testimonials from attendees, volunteers, performers, vendors and any others involved
- Event pictures and videos (logs)

## General Provisions

- The City of Brampton Respectful Workplace Policy (HRM-150) is applicable to all funding recipients including employees and volunteers of the organization as well as vendors and suppliers affiliated with the event.
- Successful applicants must be in compliance with all conditions and requirements contained in the *Ontario Human Rights Code* and the *Charter of Rights and Freedoms* as well as any other applicable City of Brampton's policies.
- Funding may only be used for the approved event as detailed in the application. The City may cancel funding support in cases when the details of the sport event's programming, venue or date changes without prior consultation with Tourism office staff.
- *Sponsorship Program* funding should not be viewed as the sole source of funding for an event. Applicants are encouraged to seek additional sources of funding for their events including other sponsorships, grants, donations etc.
- All additional funds from any other City sources, including elected officials, and any in-kind support (i.e. Value-in-kind and donated materials or services) must be disclosed.
- Recipients will receive funds by electronic transfer to the bank account of the recipient organization noted in the application form, provided the funding recipient has provided to the Tourism office all required banking and direct deposit information. If this information has not been provided, the Tourism office will issue a cheque payable to the organization indicated in the agreement
- Should the sporting event be cancelled, repayment of the entire amount of the sponsorship issued by the City is required.
- Approved *Sponsorship Program* funding may not be transferred to another person or organization, or to any other event.
- Receipt of funding in any given year does not guarantee funding in subsequent future years.
- Funding decisions are considered as final. Feedback will be provided by appointment to applicants upon written request to the Coordinator, Sports Tourism.
- The City reserves the right to request bank statements for the funding period and/or audited financial statements.
- All funding recipients must sign an agreement that includes details regarding funding, ongoing and final reporting requirements and deadlines; penalties for late reporting, indemnity; insurance; and disclosure of conflict.
- The City reserves the right to cancel awarded funding support without notice if the

applicant is in violation of any of the terms and conditions set forth in the these guidelines or other legally binding agreements.

- Sport events that have fundraising as the primary activity or objective are not eligible for the *Sponsorship Program*. Any third-party fundraising efforts must be disclosed in the application and be secondary components of the project. Proceeds must be directed back to registered charities and incorporated non-profit organizations in Brampton, as evidenced by an official letter from the organization or charity confirming this arrangement. It is the responsibility of the applicant to verify the status of the organization as a registered charity or incorporated non-profit. Failure to do so may result in the organization being deemed ineligible for future funding years or an application being declined.
- The City reserves the right to amend or impose additional terms and conditions as is deemed necessary by the City. Access to Information and Protection of Privacy: The City of Brampton collects information required to review Sport Tourism Sponsorship submissions, administration of sponsorship, and reporting. All information collected is retained in City records as required by the City's Record Retention By-Law. Records are maintained according to City policies and in compliance with Provincial and Federal legislation, including the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA). Information about events supported by the Sport Tourism Sponsorship Program, including the event name, event description, and the organization's name or individual members of unincorporated organizations undertaking the event, will be made public by the City. Additional information may be disclosed to individual members of the public in response to access to information requests made under the Act. The City limits the collection of personal information to that information necessary for the efficient administration of the program. As a part of the sponsorship application process, the City collects contact information consisting of the name, address, email address and telephone number of the primary point of contact for the applicant and any individuals signing a sponsorship agreement. Where this information constitutes personal information, it is collected under the authority of the Municipal Act S.O. 2001, c.25. This information is used only to contact applicants for purposes related to reviewing, administration and reporting on sponsorship applications. Questions about the collection of personal information should be directed to the Tourism Coordinator(s).