

CITY OF BRAMPTON

TOURISM EVENT SPONSORSHIP PROGRAM

MARQUEE FESTIVALS
AND EVENTS

SPORTS TOURISM
HOSTING PROGRAM



brampton.ca



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Tourism Event Sponsorship Program

Welcome

Thank you for your interest in the Tourism Event Sponsorship Program. We hope that together, we can provide compelling event experiences for residents and visitors that contribute to Brampton's economy and showcase to the world all that Brampton has to offer.

These guidelines are applicable to both the Marquee Festivals & Events and Sports Tourism Hosting Program streams except where guidelines are noted as specific to one stream or the other.

Purpose of the Guidelines

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

Program Inquiries

Have questions about the Tourism Event Sponsorship Program? We're happy to answer them!

- Visit the Tourism website www.brampton.ca/tourism
- Email Tourism and Special Event staff :
Marquee Festivals and Event - communityeventrequests@brampton.ca
Sports Tourism Hosting Program - sport@brampton.ca

About the Tourism Event Sponsorship Program

Tourism celebrates a destination's greatest strengths and thrives on authentic expressions of culture, including the customs, art, food and traditions of various ethnic groups that make up a diverse destination.

In May 2020, City Council endorsed a new Brampton Tourism Strategy, the objectives of which are to develop foundational resources to support the City's growth as a destination. Tourism events in the categories of Arts & Culture, Food/Culinary, Special Events and Sport Tourism have been identified as Brampton's greatest strengths and if developed and managed well, Brampton's visitor economy will improve thereby contributing to the well-being of residents and fostering pride in their city. To learn more about the Brampton Tourism Strategy please visit www.brampton.ca/tourism.

Supporting Brampton's Growth as a Destination

Based on the recommendations of the Brampton Tourism Strategy, a new Tourism Event Sponsorship Program was developed. The sponsorship program will responsibly support Arts & Culture, Food/Culinary, Special Events and Sport Tourism Hosting Program events that will produce compelling experiences, increase economic activity, celebrate multiculturalism and create awareness to Brampton as a destination.

Tourism staff will work with organizations to effectively offer exciting events that propel the growth and success of tourism in Brampton, ensuring the City's vibrancy and shared values are well represented to residents and visitors.

Transparency

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

Program Objectives

Sponsorship proposals are evaluated based on their ability to meet program objectives. These have been developed to ensure that the City establishes sponsorship relationships that will mutually benefit the City and recipient. The objectives of the Tourism Event Sponsorship Program are as follows:

- **Economic Impact** - Positively contribute to the City's economic well-being through increased tourist visitation and dollars spent.
- **Promote Brampton** - Promote Brampton regionally, provincially and nationally (as appropriate to the event) emphasizing the essence of what makes Brampton a special place and to generate media coverage and audience visitation.

Eligible Organizations

The City considers the following organization types eligible for sponsorship through the Tourism Event Sponsorship Program:

- **Incorporated Non-Profit Organization:** an organization that is incorporated under the laws of Canada or Ontario as a not-for-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 all eligible organizations must meet the following criteria:

- The head office of organization must be located in Brampton (Marquee Festivals and Events ONLY).
- 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, including not being in default of any contractual obligation to the City or a party adverse to the City.

Submission Timelines

There will be one call for sponsorship proposal requests during the 2022 calendar year.

- Open Date: November 25, 2021
- Close Date: January 7, 2022

Ineligible Organizations

- For profit organizations
- School boards or individual schools
- Public libraries
- Resident groups or individuals
- Organizations that receive any other funding from the City of Brampton
- Organizations with proposed events that duplicate of City of Brampton hosted events
- 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

Available Sponsorship Streams

The Tourism Event Sponsorship Program will consider only those events that meet all the following criteria for Marquee Festivals and Events or Sport Tourism Hosting Program Events:

Marquee Festivals and Events

May include festivals and events, one per organization during a calendar year, that are celebrations of art, culture, food, music, dance and other special attractions that:

- Are open to the public, accessible and welcoming to Brampton residents and visitors
- Agree to provide information for completion of economic impact assessment pre and post event using the Economic Impact Calculator (template provided)
- Are promoted to residents and visitors (from greater than 40 kms outside of Brampton)
- Take place in the City of Brampton during the 2022 calendar year
- Have an attendance greater than 1,000 unique participants in-person (dependent on current Ontario Ministry of Health and Region of Peel Public Health COVID-19 Guidelines)
- Have a minimum overall event budget of \$100,000 (not including capital or infrastructure expenses)

**Important Note: At this time multi-year sponsorship commitments will not be considered.*

Sport Tourism Hosting Program

Sport Tourism Hosting Program events are regional, provincial or national amateur competitions that:

- Are open to the public, accessible and welcoming to Brampton residents and visitors
- Agree to provide information for completion of economic impact assessment pre and post event using Sport Tourism Canada's STEAM calculator
- Are promoted to residents and visitors (from greater than 40 kms outside of Brampton)
- Take place in the City of Brampton during the 2022 calendar year
- Include a minimum of two (2) consecutive days of amateur competition at a minimum of seven (7) hours per day
- Consume a minimum of 50 room nights (#rooms x #nights) in recognized Brampton paid accommodation providers
- Have a minimum of 50 percent of the participants (athletes, coaches, and officials) travelling more than 40 km one way to the event
- Are events sanctioned by a recognized sport body or if an emerging sport with no official status, the sport has official rules/regulations that are being adhered to

**Important Note: At this time multi-year sponsorship commitments will not be considered.*

Ineligible Events

Funding will not be considered for any of the following events:

- Trade shows, trade fairs and consumer shows
- Conferences, seminars or symposiums

- Banquets or award ceremonies
- Rallies and demonstrations
- Festivals, events or activities that are of a political nature
- Capital campaigns
- Events which have fundraising as the primary activity or objective. Any third-party fundraising efforts must be disclosed in the application and be secondary components of the event
- Private festivals or events that are not open and accessible to the general public either online or in-person

Ineligible Expenses

The following expenses may not be covered by sponsorship funding:

- Alcohol, tobacco purchases or legalized substances
- Cash prizes and giveaways including scholarships
- Insurance fees
- Infrastructure or capital expenses
- Volunteer gifts
- In-person activities taking place outside of the City of Brampton

Available Funding

The allocation of funding will be determined by the number of applications received and the funds available from the Tourism Event Sponsorship Program. The total amount requested by an organization can not be guaranteed.

- **Marquee Festivals and Events** - Eligible events may receive support up to a maximum of \$60,000 once during the fiscal year. The City of Brampton’s fiscal year is January 1 to December 31.
- **Sport Tourism Hosting Program Event** - Eligible events may receive support up to a maximum of \$50,000 once during the fiscal year. Organizations may apply for funding for two distinct events. The City of Brampton’s fiscal year is January 1 to December 31.

Applying to the Tourism Event Sponsorship Program

Important Dates

Sponsorship application requests will only accepted through the Tourism Event 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	November 25, 2021
Last Day to Ask Questions	December 23, 2021
Deadline to Submit Applications	January 7, 2022
Notice to Applicants	January 21, 2022

Only complete sponsorship applications will be processed for funding consideration. A sponsorship application is considered complete when the application is successfully submitted online and all required supporting documentation, as listed below, has been received at tourism@brampton.ca before the application deadline date. Late and/or incomplete applications will not be processed.

Required Supporting Documentation

The following documents are required to be sent to tourism@brampton.ca as part of the application and will be used to determine an organization's event eligibility.

- A completed copy of the City of Brampton's Certificate of Insurance Form, evidencing that the organization is in possession of current Commercial General Liability insurance in the amount of \$5 million. This form must be completed by an insurance representative licensed to sell insurance in Ontario. The insurance template is available at: www.Brampton.ca/tourism
- 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. For instructions on how to access a Federal Corporation Information page please visit: <https://www.ic.gc.ca/app/scr/cc/CorporationsCanada/fdrlCrpSrch.html>
- 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: For instructions on how to access a Provincial Corporation Report please visit : <https://www.eservicecorp.ca/public-record-search-services/corporatesearches/>
- A completed copy of the Marquee Festivals and Events Economic Assessment. Templates are available at www.brampton.ca/tourism.
- A completed copy of the Sport Tourism Hosting Program Economic Assessment Measure (STEAM). Templates are available at www.brampton.ca/tourism.

How to Apply

To access the Tourism Event Sponsorship online application and the supporting documents please go to www.brampton.ca/Tourism and click on Marquee Festivals and Events or Sport Tourism Hosting Program - whichever is applicable to your event.

The City requires all sponsorship applications to be submitted through our online platform unless alternate arrangements for accessibility have been made with the Tourism & Special Events staff in advance and adhere to all application submission deadlines.

- **Complete the Application** - 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.
- **Submission Confirmation** - A system generated message will inform you that your application has been successfully submitted. If you do not receive a confirmation email, your application has not been submitted. The system will provide error messages to proceed.

Submission of Required Supporting Documentation

Submit the required eligibility documents to tourism@brampton.ca including:

- Evidence of Organizational Status
- Certificate of Insurance
- Completed Pre Event Economic Assessment

All information provided must be true, correct and complete, as verified by an authorized official(s) from your organization. Submit the required supporting documents before the application deadline date. Late and/or incomplete applications will not be processed.

Application Review

All Tourism Event Sponsorship Program applications will be reviewed by Tourism & Special Event staff for completeness and eligibility. The applicants score will be based on a defined scoring matrix directly related to the program's objectives outlined in the guidelines. The City cannot guarantee funding to all applicants, nor can the City ensure that the total amount requested by a successful applicant will be granted. Applicants will be notified by email regarding the final result of their application.

Successful Requests

Successful Brampton Tourism Event Sponsorship recipients are required to enter into a sponsorship agreement with the City. 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 officials before financial support can be released.

Payment Schedule

- 75% of the total sponsorship awarded will be paid following the fully executed sponsorship agreement.
- 25% of approved sponsorship will be released upon receipt of either a Marquee Festivals and Events or Sport Tourism Hosting Program **Event Close-Out Report** to the satisfaction of Tourism and Special Event staff.

Close-Out Report

A mandatory requirement of the Tourism Event Sponsorship Program is the submission of a Marquee Festivals and Events and/or Sport Tourism Hosting Program Event Close-Out Report within **60 days** following the last day of the event. The purpose of this report is to evaluate the success of the sponsored event and confirmation that all sponsorship recognition tactics were executed as selected on the Tourism Event Sponsorship Program application and how the sponsorship dollars were used to support the event.

The Marquee Festivals and Events and/or Sport Tourism Hosting Program Event Close-Out report template will be provided to recipients available at www.brampton.ca/tourism and is to be submitted to tourism@brampton.ca no later than **60 days** following the last day of the event.

The Tourism Sponsorship Event Close-Out reports for both funding streams will request verification and proof of the following:

- Proof of sponsorship recognition for the tactics selected as part of the application process
- Post Event Economic Impact Assessment
 - ❖ Required information to complete a post event economic impact assessment for Marquee Festivals and Events and Sport Tourism Hosting Program events. The same template used during the application process for the pre event assessment will be re-used to include actuals following the event.
- Copies of final invoices/receipts for purchases made with City sponsorship funds
- Social Media Analytics
- Testimonials from attendees, volunteers, performers, vendors and any others involved
- Event pictures and video

General Provisions

- Successful applicants will receive 75% of funding in advance of the event with 25% held back until a close-out report has been submitted. Close-out reports are required within 60 days from the final day of the festival or event. For those events occurring in November or December the close-out report deadline is December 31 of the year in which festival or event was held. Failure to comply will result in the forfeiture of the 25% holdback.
- Marquee Festivals and Events and Sport Tourism Hosting Program event close-out reports must be accompanied by invoices and receipts for eligible expenses paid for with the funding. Please organize invoices by budget category.
- Applications for events that provide similar services to those provided by the City of Brampton and/or another Brampton organizations will be assessed on the basis of duplication of services or a conflict of interest prior to the application being moved forward in the application process.

All required supporting documentation must be submitted to tourism@brampton.ca.

- Successful applicants must provide proof of organizational Commercial General Liability insurance before funds can be released. Failure to show proof of Commercial Liability Insurance may result in the cancellation of awarded funding.
- Funding may only be used for the approved event as detailed in the application. The City may cancel funding support in cases where the details of the event's programming, venue or date changes without prior consultation with Tourism & Special Events staff.
- Tourism Event Sponsorship 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, grant opportunities, etc. Any additional funds from any other City sources, including elected officials, and any in-kind support (i.e. donated materials or services) must be disclosed and will be deducted from any awarded funding.
- Recipients will receive funds by electronic transfer to the bank account of the recipient organization noted in the application form.
- Should the event be cancelled, repayment of the entire amount of the sponsorship issued by the City will be required.
- Sponsorship issued by the City is supplemental to the overall requirements necessary to carry out the event for which an organizer is seeking assistance and must not be greater than 50% of the overall event budget.

- Approved City sponsorship may not be transferred to another person or organization or any other event.
- Receipt of funding in any given year does not guarantee funding in future years.
- Funding decisions are considered as final. Feedback will be provided by appointment to applicants upon written request to the Coordinator, Special Projects or 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. Agreements must be signed in-person with the Coordinator(s).
- 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 Tourism Event Sponsorship Program guidelines or other legally binding agreements.
- Events which have fundraising as the primary activity or objective are not eligible for Tourism Event Sponsorship. 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 within 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.
- Successful applicants may not use Tourism Event Sponsorship support towards a donation (i.e. philanthropic donated funds, materials, supplies or services) to a third party or for a project that collects pledges or registrations towards fundraising for the recipient organization or a third party.
- 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.
- Successful applicants must obtain and provide proof of \$5 million in Commercial General Liability insurance providing coverage for their organizations and operations in addition to any other liability insurance requirements deemed necessary by the City

before funds are distributed. Failure to provide proof of insurance that is deemed acceptable by the City could result in the cancellation of funding.

- 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 Tourism Event 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 Tourism Event 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, administering and reporting on sponsorship applications. Questions about the collection of personal information should be directed to the Coordinator(s).