



# Community Investment Guidelines

*Creating a vibrant community where everyone is welcomed and everything you need is here*

The Bronte Business Improvement Area (BIA) is a big supporter of initiatives that bring residents, workers, and visitors together to participate in unique experiences. Given the BIA's small staff complement, it is particularly supportive of activations by non-profit groups that require little staff time but deliver big impacts and/or significant positive impressions. The BIA is looking for entrepreneurial, creative partners to kick start this new program.

## **Timing**

Organizations are encouraged to apply for sponsorship throughout the year. The BIA wants Bronte to be vibrant year-round. It will prioritize applications that activate during off-peak seasons, like Winter.

## **Cash and in-kind sponsorships**

The BIA supports organizations through cash and/or in-kind sponsorships. Cash will be limited to an amount to help organizers leverage additional sponsorships from other funders. In-kind promotion to our membership may occur through any of the following: inclusion in newsletters, listing on our website, promotion through social media, and advocacy and guidance from BIA staff on how to navigate Town of Oakville permitting processes. The BIA does not organize or co-organize the event.

## **Two Streams of Community Investment**

### **Spectacle**

This stream partners with medium- to large-scale festivals and events that stage key programming within our BIA catchment. Usually there is a clear identity or theme to the festival, and focus can be on components like music, dance, food, sport, art, film etc.

### **Community Experience**

Times are changing and not all creative ventures are the same - if the primary focus of your event is to help combat social isolation or engage under-represented groups, this stream just might be for you! This type of sponsorship focuses more on the small- to medium-scale activations (events, festivals, art, performances, installations etc.) that are often grassroots, start-up, or experimental. The impacts of these experiences are often subtle, and seemingly spontaneous forms of engagement in the public realm, or in publicly accessible spaces. Think interactive lighting installations, art, street theatre, physical fitness, unexpected delight.

Additional opportunities may exist based on a proposal and sponsorship package.

Let's chat!

## Community Investment Criteria

Focus The BIA aims for a comprehensive community investment portfolio that has something for everyone. Partners are encouraged to focus on a specific area such as culture, art, traditional holidays, shopping, dining, sports or district living. \*The BIA does not sponsor political events or rallies, professional conventions or charitable/fundraising efforts.

Bronte as a Destination Proposals must describe why Bronte is the preferred location to host an event and what advantages your organization would have in being in the district. They must provide examples of how organizers would showcase Bronte as a destination through promotion and implementation of an event. Programming must take place in the BIA's 12-block catchment area.

### Accessible

The program gives preference to activations that are as accessible and inclusive as possible. Ideally, 'free' components are widely available, and ticketed or admission-based events have affordable price points. Events that intentionally target equity seeking communities will be prioritized.

Sustainable The BIA encourages sustainable practices from all of its event organizer partners. In addition to demonstrating adequate resource capacity for producing a quality experience, event organizers must demonstrate how environmentally sustainable practices are incorporated in their activation.

Target Audience The target market must be in keeping with the BIA's primary focus on Bronte locals, Oakville residents, workers and their families, and GTA residents or visitors versus tourists. The activation must engage participants already in Bronte and/or entice them to come here when they might otherwise not do so.

Placement & Branding Proposals must provide opportunities to brand Bronte and/or the BIA in all collateral materials, event web site, event signage, etc. The sponsorship must enhance the market leadership qualities and prestige of the 'Bronte' or the 'Bronte BIA' brand as well as emphasize its uniqueness.

Partnerships The BIA does not require nor seek exclusivity as a sponsor. In fact, it encourages as much partnership and involvement of the community as possible.

Practical Application The sponsorship must have a practical application enabling the BIA to position Bronte to the event audience and/or offer opportunities to engage our members in the event/festival. We do not undertake sponsorships that only allow us to position the association's logo.

Communications & Exposure The event must include a comprehensive communication strategy with an innovative and creative concept, measurable objectives, and plan for soliciting media coverage as well as advertising (e.g.: news releases, published list of sponsors, TV, radio, printed materials, social media).

Project Plan & Measurement A formal plan should be in place that outlines the event's objectives and how to achieve them. An evaluation/measurement system, and safety plan/risk assessment must be shown to be in place in advance. Analysis of the activation in the form of a final report will include results of that predetermined measurement system, i.e., surveys. A draft budget should be included.