



## Community Sponsorship Guidelines

*Creating an inclusive, welcoming and thriving year-round County hub.*

The Picton Business Improvement Association (BIA) believes in and champions 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.

### **Applications Accepted Year-round**

Organizations are encouraged to apply for sponsorship throughout the year. The BIA wants Picton to be active and vibrant across all four seasons. Priority will be given to applications that drive new visitors to the area at less busy times (October-April).

### **Cash and In-Kind Sponsorships**

The BIA supports non-profit organizations through cash and/or in-kind sponsorships. Cash sponsorships will be limited to a maximum of \$500 per event, as we aim to help organizers leverage additional sponsorships from other funders.

In-kind promotion to our membership may occur through any of the following: inclusion in e-newsletters, listing on our website, promotion through social media, and advocacy and guidance from BIA staff on how to navigate Prince Edward County's permitting processes. The BIA does not organize or co-organize the event.

Applicants must be registered non-profit organizations and/or partner with such to be eligible for funding. The BIA does not fund individuals, corporations, for-profit organizations or unregistered non-profits.

### **Event Types**

The BIA is looking to support events that are accessible, open to everyone, position Picton as the event destination, have a clear target audience, well-developed communications and project measurement plans and includes other partners beyond the BIA.

Ideally our sponsorship focuses more on 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 or park theatre, physical fitness and activations of that nature.

### **Questions?**

To ask for clarification or assistance with our Sponsorship Program and its documents, contact Mark Rose, BIA Manager at [info@experiencepicton.com](mailto:info@experiencepicton.com) or 613-922-4998

## Community Sponsorship Criteria

**Focus:** The BIA aims for a comprehensive community investment/sponsorship 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.

**Picton as a Destination:** Proposals must describe why Picton is the preferred location to host your event. They must provide examples of how organizers would showcase Picton as a destination through promotion and implementation of the event. Programming must take place within the BIA's catchment area which is currently Cold Storage Road in the West End to Spencer Street in the East End.

**Accessible:** The sponsorship program gives preference to activations/events 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 into their activation.

**Target Audience:** The target market should include Picton and Prince Edward County residents, workers as well as visitors to our area.

**Placement & Branding:** Proposals must provide opportunities to brand Picton and/or the BIA in all collateral materials, event website, event signage, etc. The sponsorship must enhance the market leadership qualities and value of the 'Picton' 'Experience Picton', or 'Picton BIA' brand.

**Partnerships:** The BIA does not require exclusivity as a sponsor. In fact, the BIA 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 Picton to the event audience and/or offer opportunities to engage our members in the event/activation. We do not undertake sponsorships that only allow us to display the BIA logo.

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

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