

## BDBA 2015 Third-party Sponsorship Criteria

### *Prioritize Sponsorship for events that*

- are **in start-up mode** (i.e. that need our funding to exist) with a strategy to exit from funding as the event matures
- that **directly promote a downtown sector and / or several downtown businesses** (e.g. Downtown Runway at the BAC promotes the downtown retail community exclusively and downtown restaurants)
- events that **provide the BDBA / membership with tangible benefit** (e.g. events that benefits our members but that we don't have the capacity to run through the BDBA; events that directly benefit our members e.g. Shop the Neighbourhood is driving people to spend money at retailers downtown )
- **are located in Downtown Burlington** and / or that promote downtown businesses exclusively or in a significant way (e.g. Taste of Burlington promotes the downtown restaurant community as over ½ of the restaurants participating are in the downtown... and people are being directed to our downtown)
- are **Platform programs** that involve the participation of 10+ Downtown Businesses
- are Platform programs that involve the participation of more than one downtown business sector
- **Target public attendance at 200+** people of Downtown Target market

Decision Model							
Event	Start-up mode	Need grassroots financial support to succeed	Directly promote a downtown sector and / or several dt businesses	Located in the BDBA downtown geography	Platform Program involving 10+ Downtown Businesses	Platform program involving the participation of more than one downtown business sector	Target 200+ public attendance
SuperNova		√		√		√	√
Marques				√		√	√
Beer Festival		√	√	√		√	√
Car Show	√	√	√	√		√	√
Amazing Bed Race				√			√
Doors Open Burlington		√		√		√	√