



BURLINGTON DOWNTOWN

Burlington Downtown Event sponsorship policy

BDBA Events: The Burlington Downtown Business Association directly delivers a campaign of events throughout the course of its workplan each year. These events are free to the public, funded by the BDBA and are designed to bring new patrons to the downtown core for our members to engage.

Many of these events include a sponsorship component.

Event sponsorship by our membership may be delivered in the form of in-kind goods or services or a cash investment.

Membership sponsorship: The Burlington Downtown Business Association makes significant effort to apprise our membership of our event roster each year. We execute a multi-channel marketing and communications program designed to share sponsorship opportunities across our membership base. Our aim is to share our “next year’s event” with our membership in autumn/winter each year.

In this way, we seek to provide our membership with a **first right of refusal** to engage paid event sponsorships with the BDBA.

Non-Membership sponsorship: The BDBA, each year, targets a revenue stream in our operating budget entitled “Events Revenue”. This budget line refers to revenue that is generated through cash sponsorships of our events and special animations. Funds generated through sponsorships are not intended to offset the costs of event operations, but rather to add to the organization’s overall yearly revenues.

Sponsorship opportunities (cash, donated or in-kind goods and services) are not limited to members of the BDBA.

Prioritizing sponsorships: The organization is diligent in communicating opportunities for our membership to participate in sponsorships. Through frequent two-way communication we look to our individual members to signal that they’d like to participate in our events. By March of each year the BDBA staff we acknowledge the end of our membership’s first right of refusal and reserve the right to review other sponsorships.

If you have any questions about this policy or request event information please contact our Event Manager, Dayna Lyle: events@burlingtdowntown.ca