

# Taking it to the Streets: Sponsorship vs Event Hosting

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Executive Director  
Bronte BIA



# Bronte BIA

- Oakville: between Hamilton and Toronto
- Harbour district on Lake Ontario
- Major waterfront park
- 175 BIA members
- Started 1990
- Two full-time staff



# History of Events

- Main organizer of town-wide Canada Day event
- 13 months planning, \$\$\$\$\$, high risk to BIA
- Easter, Christmas tree lighting



# Thank you, COVID



- Re-focused efforts on public art installation at *At Home in Bronte*
- Created Bronte Forward! vision in 2021
- Introduced Community Investment model



# Don't Re-invent the Wheel

- Downtown Vancouver BIA: 90 square blocks, 8,000 members
- No events organized
- Sponsorship of 40+ events = 1 million visitors/year
- \$100,000+ invested; ½ time role



# In a Nutshell

- re-direct marketing \$\$ into event activations
- BIA is a destination marketer, funder, facilitator, connector
- provide cash sponsorships
- organizations run events, provides data to BIA



# Rational for Model

- events are good for districts
- making a BIA a destination key
- marketing impact unmeasurable
- BIAs understaffed
- experts exist in communities
- # of visitors, \$\$ vs # events



# More Rational for Model

- events more input vs outcome
- inclusivity and diversity
- no new money needed
- BIAs (still) understaffed
- Convenor, facilitator role
- Evolve the BIA and offerings



# Selling it to Your Board

## MEMORANDUM

**TO:** The Board of Directors  
**FROM:** Maureen Healey, Executive Director  
**DATE:** September 28, 2021  
**RE:** Community Investment/sponsorship program

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### Recommendation:

1. The BIA re-direct marketing funds to implement a Community Investment/ Sponsorship model that financially supports external non-profit groups that meet set criteria to stage outdoor events & activations in exchange for marketing Bronte and providing data/research.

### A. PURPOSE

Community festivals, events, celebrations and activations in the public realm, including, but not limited to, Bronte Heritage Waterfront Park and the new Market Square, help create and market a vibrant, unique, active and welcoming Bronte. Vibrant neighbourhoods drive vibrant commercial retail districts.

### B. CONTEXT

#### a. Relevance to Strategic Goals

Promoting and supporting community non-profits to activate in Bronte aligns with the BIA's 2022-2024 strategic plan goal of creating an 'Enhanced Experience and evoking a distinctive sense of place.' In particular, it supports the milestone, of 'Amplifying local talent to host events all year round.' It also supports the goal of a 'Vibrant Economy and a thriving commercial district.'



# Program Elements

- enough \$\$ to have impact
- criteria for funding
- application process
- review process
- expectations of data
- inviting applications



# Funding

- 2022: \$25,000; spent \$45,000
- \$500 - \$10,000 per application
- ideal: fewer organizations with more activation dates
- leverage funder vs full funder



# Market the Program

- reach out directly to non-profits, equity deserving groups
- create website page
- use socials
- tie back to Bronte Forward!



# Guidelines for Applicants

- background about why
- 2 types events
- cash & in-kind support
- criteria: accessible, sustainable, Bronte as destination, risks, partnerships, measurement tools, PR plan



## 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.





# Sponsorship Application

*Organizers may submit this completed application form or for more space, provide a proposal that addresses each section below. Sponsorship packages that are written for a general audience without consideration of BIA requirements will not be considered.*

**Consult the BIA Sponsorship Guidelines document to help guide you through this application.**

Name of Event/Festival: \_\_\_\_\_

Organization/Main contact: \_\_\_\_\_

Event/Festival dates: \_\_\_\_\_

Location(s): \_\_\_\_\_

Sponsorship requested: \_\_\_\_\_

**Describe:** In 50 words or less, describe your event

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Focus:** Do you identify as a Spectacle or Community Experience event? What is your focus or genre?

\_\_\_\_\_  
\_\_\_\_\_

**Bronte as a Destination:** What is the benefit of hosting your event in Bronte?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Accessible:** How does your event ensure everyone can participate?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Reviewing Applications

- Board has already approved the criteria
- Board approves \$5K+ agreements
- Keep decisions at staff level
- Diversity and variety





## Bronte BIA Community Investment Agreement

This agreement is made on this 27 day of April 2022 (the 'Effective Date')

Between the

Bronte Business Improvement Area (BIA) ('the Funder')

And

The Oakville Wind Orchestra

('the Organization')

WHEREAS Bronte BIA has allocated Community Investment funding as part of its commitment to support and encourage the social and economic benefits generated by hosting events & activations in Bronte by providing direct assistance to the Organization.

WHEREAS the Organization agrees to the guidelines, as described in the application.

### 1.0 AGREEMENT

#### 1.1 *The Organization agrees to the following:*

- a) It is a non-profit organization
- b) The majority of event venue(s), locations are within Bronte BIA boundaries
- c) The event/activation is free, available at no cost to visitors and/or participants
- d) The event/activation is accessible, encourages participation and is welcoming to all locals and visitors
- e) The event/activation is as per the application





## CONNECT TO BRONTE: How to Promote Your Sponsored Event

The Bronte Business Improvement Area (BIA) is a big supporter of initiatives that bring residents, workers, and visitors together to participate in unique experiences. Our goal is to create a vibrant community where everyone is welcomed and everything you need is here. Use the information below to promote your sponsored event.

### EVENT PROMOTION:

- ✓ **You are welcome to use our logo on your promotional materials.** Please make sure that a resized logo retains its original appearance and don't add any additional wording. Ensure at least ½ cm of white space remains around our logo.
- ✓ **Use *Bronte, Bronte Village, Bronte Heritage Waterfront Park or Bronte Market Square* as appropriate as the location of your event.** You do not need to reference the Business Improvement Area (BIA) per se.
- ✓ **Share your promotional materials with us.** We'd love (at least) three square, high-resolution photos that are visually enticing and create interest in your event. Provide your promotional materials two-weeks in advance of your event date.
- ✓ **We'll Start Promoting!** The sooner you prepare your materials, the sooner we can promote your event through our member and/or community enewsletter, [website events page](#), social media channels ([Instagram](#) and [Facebook](#)) and park display board.

### HOW TO GET TO BRONTE:

We strongly recommend your promotion includes details about how to get to Bronte, and in particular, where to park as spots are limited. Here's some wording you can use:



## Let's Walk & Talk History

Presented by The Bronte Historical Society

Join us for a FREE historical walking tour of Bronte Village

July 13, 27

August 3, 17, 31

September 14, 28

Register for your walk today by emailing [historian@brontehistoricalsociety.ca](mailto:historian@brontehistoricalsociety.ca)

Sponsored by





## Community Investment Report

*Use this template post-event/activation to tell us how your programming went, who attended, lessons learned and thoughts for next year. The more specific the details the better. You can also use your own formatting as long as the same categories are covered. Bullet points or sentences will work.*

Name of Event/Festival:

Organization/Main contact:

Event/Festival dates:

Location(s):

Sponsorship funding received:

**Event Summary:** Remind us about your event

**Highlights:** Identify any 'ah ha moments' or 'best of' parts?

**Target Audience:** Who was your target audience; how many people attended?

**Benefits to Bronte & Local Businesses:** How did hosting your event in Bronte benefit the area?

**Accessibility:** How did you ensure everyone could participate?

**Sustainability:** How was your event sustainable and/or environmentally friendly?

**Branding & Marketing:** Summarize your marketing channels and frequency. Include samples of how you promoted and branded the event, including recognition of the BIA at the end of the report.

**Partnerships:** What other partnerships did you have that worked or didn't?

**Hindsight Being 20/20:** Knowing what you know now, what would you do differently, or need to be more successful?

**Plans for 2023:** Tell us what you're thinking for next year – repeat, scale back, expand, don't know yet, other?



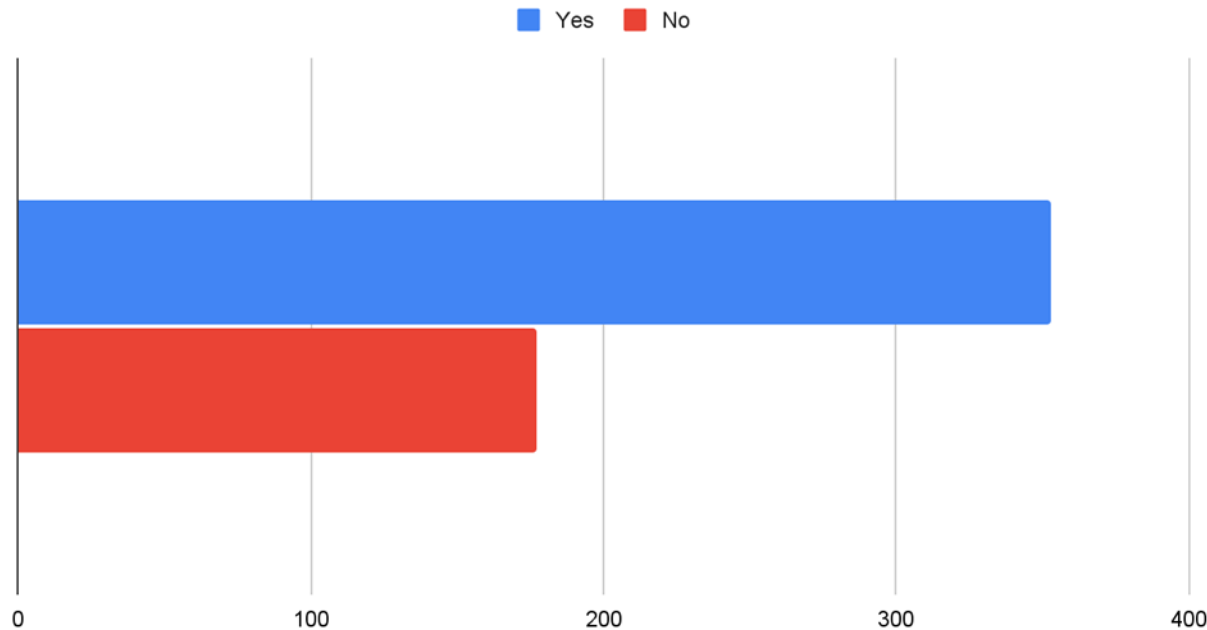
# More Data, Measurement

- Host do intercept surveys
- Summer student do more:
- How get here, hear about event, where live, come for event, plan to visit businesses, average \$ to spend to spent



# Report Back

1. Did you come to Bronte specifically for an event/activation?



Yes: 61.6%

No: 38.4%

As the majority of my surveys were event-specific, I found that 61.6% of respondents had visited Bronte specifically for a particular event or activation, as opposed to having stumbled across it while already in Bronte.



# SUMMER IN THE REARVIEW

Results of the Bronte BIA  
Community Investment Program



**40 FREE events sponsored  
between May - August 2022**

Lakeside concerts, children's art & music  
programs, walking tours, educational  
workshops, live music...and more!

**25,000+ visitors to  
Bronte and \$300,000  
spent at local businesses**



**100 Days of the Library  
ON THE GO Book Bike**

5,000+ free books in the hands of  
community members of all-ages

## Where Locals & Visitors Connect

48% of visitors live locally  
52% of visitors live outside of Bronte

|                 |                    |
|-----------------|--------------------|
| 80% came by car | 12% came on foot   |
| 7% came by bike | 1% came by transit |



## Top 10 Reasons People Visit Bronte

Connection to water ~ events & music ~ a place  
to meet family & friends ~ supporting local  
businesses ~ restaurant & patio options ~  
a sense of community ~ access to beach ~  
walkability ~ cleanliness ~ Muskoka chairs



[www.bronte-village.ca](http://www.bronte-village.ca)



# Lessons Learned

- BIA boards are hard-wired to run events
- Share your results and success often
- Use data to tell the story
- Balance BIA-led and community led events



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