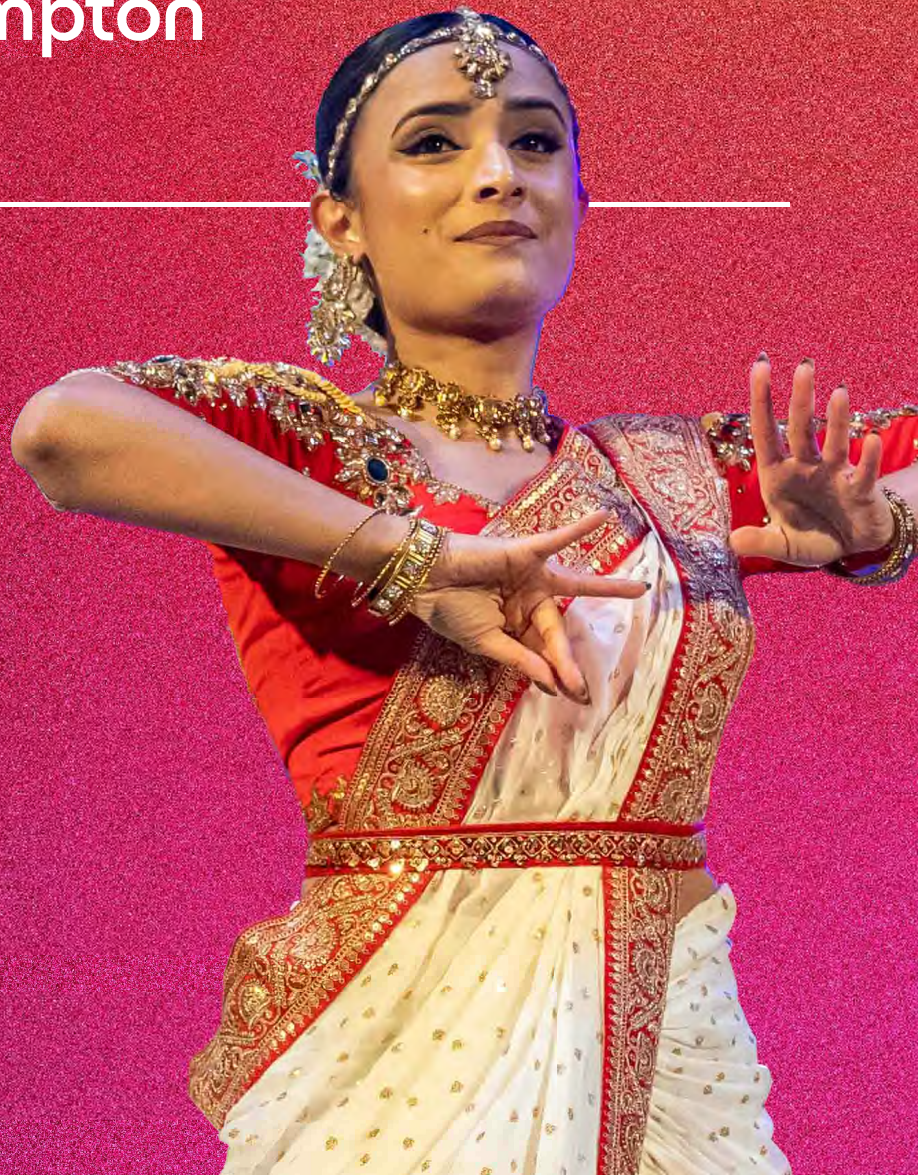

TOURISM SPONSORSHIP PROGRAM GUIDELINES

EXPERIENCE
BRAMPTON



Experience Brampton Festivals



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Tourism Sponsorship Program – Experience Brampton Festivals

Tourism celebrates a destination’s greatest strengths and thrives on authentic expressions of culture, including the customs, art, food and traditions of various ethnic groups that make up a diverse destination.

The Tourism Sponsorship Program – Experience Brampton Festivals (“*Experience Brampton Program*”) supports festivals that produce compelling experiences, increase economic activity, celebrate multiculturalism and create awareness of Brampton as a destination.

Program Guidelines

This set of guidelines provides information about the *Experience Brampton Program* including available funding, eligibility requirements, the application and review process, important deadlines and general sponsorship provisions. Applicants are strongly encouraged to read these guidelines in their entirety prior to submitting the application to ensure a thorough understanding of the program and that all eligibility criteria are met.

Program Contacts

Have questions about the Tourism Sponsorship Program? We’re happy to answer them!

- Visit the Tourism website www.brampton.ca/tourism
- Email Tourism staff: tourism@brampton.ca

Transparency

The City of Brampton strives to maintain the highest level of transparency with all program recipients and the public. All sponsored recipients will be treated equitably and in accordance with the Tourism Sponsorship Program.

Program Objectives

Experience Brampton Festival applications are evaluated based on the ability of the festival to meet program objectives. Program objectives have been developed to ensure that the City establishes sponsorship relationships that will mutually benefit the City and all funding recipients. The objectives of the Experience Brampton Festival Program are as follows:

- **Economic Impact** - Positively contribute to the City's economic well-being through increased tourist visitation and dollars spent. Hotel stays and visitors from greater than 40 kilometers away are major contributors to economic impact.
- **Community Impact** – Contributions to the community by creating opportunities for local businesses, youth or charitable organizations, enhancing the well-being of residents, build legacies and civic pride are important factors.
- **Promote Brampton** - Promoting Brampton regionally, provincially and nationally (as appropriate to the event) emphasizes the essence of what makes Brampton a special place and generates media coverage and audience visitation.

Program Eligibility

The City considers the following organizations types eligible for funding through the Experience Brampton Festival Program.

Organization Eligibility

- **An Incorporated Non-Profit Organization:** an organization that is incorporated under the laws of Canada or Ontario as a non-profit corporation without share capital and has a registered permanent office address in Brampton evidenced by the organization's Corporations Profile Report.
- **A Registered Charity:** an organization or foundation that has a valid and subsisting registration as a charitable organization under the Income Tax Act (Canada).

In addition to the above, eligible organizations must meet the following criteria:

- Organizations are required to be a registered non-profit or charitable organization for a minimum period of three (3) years.
- Organizations require Commercial General Liability insurance in the amount of \$5 million.
- Organizations must be in good standing with the City of Brampton, including not being in default of any contractual obligations to the City or a party adverse to the City, prior to application submission.

Ineligible Organizations

- For profit organizations
- School boards or individual schools
- Public libraries
- Resident groups or individuals
- Organizations that already receive any other funding from the City of Brampton in 2025
- Organizations with proposed events that duplicate of City of Brampton hosted events
- Political organizations or organizations with political affiliations
- Religious groups and faith organizations whose proposed festival include the promotion of and/or required adherence to a faith
- Hospitals, clinic-based services or medical treatment programs
- Fundraising association
- Unions

Festival Eligibility

Eligible Festivals

Experience Brampton Festivals are required to meet the following criteria to be eligible:

- Are open to the public, accessible and welcoming to Brampton residents and visitors
- Includes a communications plan to promote the festival to visitors from greater than 40 kms outside of Brampton
- Take place in the City of Brampton during the 2025 calendar year
- Have an attendance greater than 1,000 unique participants in-person
- Have a minimum overall festival budget of \$100,000 for returning festivals and \$60,000 for new applications (not including capital or infrastructure expenses)
- Maximum charge for food vendors to participate is \$1,000 per day
- Minimum of 25% of hired entertainment are from Brampton
- Minimum of 25% of hired operational vendors are from Brampton
- Minimum of 25% of food vendors participating are from Brampton
- Festival has been run at least three times by the same organization

Ineligible Festivals

Funding will not be considered for events that are:

- Trade shows, trade fairs and consumer shows
- Conferences, seminars or symposiums
- Professional development workshops
- Banquets or award ceremonies
- Runs, walks or standalone parades

- Rallies and demonstrations
- Festivals and events that are of a political nature or have a political affiliation
- Festivals and events which have fundraising as the primary activity or objective. Any fundraising efforts must be disclosed in the application and be secondary components of the festival
- Private festivals or events that are not open and accessible to the general public either online or in-person
- Where participation is conditional upon partaking in the religious activities of the organization

Ineligible Expenses

The following expenses may not be covered by sponsorship funding:

- Alcohol, tobacco products or legalized substances
- Cash prizes and giveaways including scholarships or bursaries
- Insurance fees
- Infrastructure or capital expenses
- Volunteer and staff gifts
- Festival and festival staff or volunteer meals not during before or after festival dates
- In-person activities taking place outside of the City of Brampton
- Donations (i.e. philanthropic donated funds, materials, supplies or services) to a third party or for a project that collects pledges or registrations towards fundraising for the recipient organization or a third party

Available Funding

Experience Brampton Funding Support – Returning Festivals

Eligible returning Experience Brampton Festivals will be invited to apply for support from \$35,000 to a maximum of \$50,000 once during the fiscal year. The City of Brampton’s fiscal year is January 1, 2025 to December 31, 2025.

Experience Brampton Funding Support – New Festival

One new Experience Brampton Festival will be accepted per year. Eligible festivals may apply for support up to a maximum of \$30,000 once during the fiscal year. The City of Brampton’s fiscal year is January 1, 2025 to December 31, 2025. Three years minimum at this support level.

The total amount of funding support from the Tourism Sponsorship Program will not exceed 50% of the Experience Brampton Festival operational budget.

Experience Brampton Festival Payment Schedule

Funding is annual as follows:

- 75% of the total sponsorship awarded will be paid following the fully executed sponsorship funding agreement.
- 25% of approved sponsorship will be released upon receipt of a completed Experience Brampton Festival **Close-Out Report** within the required timelines and approved by City staff.

Sponsorship issued by the City is supplemental to the overall requirements necessary to carry out the event for which an organizer is seeking assistance and must not be greater than 50% of the overall event operating budget.

Applicant Responsibilities

Experience Brampton Festival Funding Recognition

In the delivery of the Experience Brampton Festival, the applicant must execute the following recognition tactics for the City of Brampton's Tourism Office (Experience Brampton) as a funder;

- Invite City Council and/or City staff speaking opportunities at opening and/or closing of event;
- City staff is able to have an Experience Brampton tent/booth at festival with representative(s);
- Verbal recognition of Experience Brampton sponsorship (announcements) during event;
- Experience Brampton banners displayed on all event stages;
- Experience Brampton acknowledgement on festival banners displayed at all event site(s):

NOTE: Not executing the above mandatory recognition tactics will result in forfeiture of the 25% funding holdback and ineligibility to continue in multiyear funding programs.

Additional recognition tactics, if applicable:

- Featured Experience Brampton Ad in Festival Program;
- Provide City Council or City staff option to present festival prizes, awards and/or giveaways
- Experience Brampton video included in festival programming;
- Experience Brampton logo acknowledgment on festival apparel;
- Experience Brampton acknowledgement during festival live stream programming;

Application Package and Mandatory Documentation

The following components are required as a part of a complete application package and will be used to determine an organization's eligibility.

All mandatory documents are to be sent via email to tourism@brampton.ca with Festival name in subject line.

1. Online Application Form

- Review the application and answer all of the questions. All information provided in the application must be true, correct and complete, as verified by an authorized official(s) from your organization.

2. Economic Assessment Data

- A completed copy of the Experience Brampton Festivals Economic Assessment. Templates are available at www.brampton.ca/tourism.

3. Event Budget

- *RETURNING FESTIVALS*: A full breakdown of the projected budget spend for the event is required.
- *NEW FESTIVALS*: A full breakdown of the previously executed event budget is required, along with a projected budget for

4. Certificate of Insurance

- A completed copy of the City of Brampton's Certificate of Insurance Form, evidencing that the organization is in possession of current Commercial General Liability insurance in the amount of \$5 million. This form must be completed by an insurance representative licensed to sell insurance in Ontario. The insurance template is available at: www.Brampton.ca/tourism
- An applicant organization, must at its own expense, obtain and maintain in full force the required insurance ensuring it is current and up to date at all times throughout the application process. Organizational insurance must be in place before the festival delivery and application to the Brampton Experience Brampton program. If the application is successful, this insurance must be maintained in full force throughout the term or extended term(s) of the Brampton Experience Festival Program agreement, at the applicant's own expense. Failure to maintain this insurance and

provide the City with an updated Certificate of Insurance as necessary will result in an approved funding award being rescinded or funding cancelled.

5. Proof of Incorporation

- If the applicant organization is a **Federally** Incorporated non-profit organization, a Federal Corporation Information document is required to be submitted as part of "the application. Visit the Government of Canada's "[Search for a Federal Corporation](#)" webpage for more information .
- If the applicant organization is a **Provincially** Incorporated non-profit organization or registered charity, a Provincial Corporation Profile Report is required to be submitted as part of the application. Visit the [Ontario Business Registry](#) webpage for more information.

All information provided must be true, correct and complete, as verified by an authorized official(s) from your organization. Submit the required supporting documents before the application deadline date. Late and/or incomplete applications will not be processed.

Completing the Application

To access the Tourism Sponsorship online application and the supporting documents please go to www.brampton.ca/tourism and click on Experience Brampton Festivals Program.

Only fully complete sponsorship applications will be processed for funding consideration. A sponsorship application is considered complete when the application is successfully submitted online and all required supporting documentation, as listed below, has been received at tourism@brampton.ca before the application deadline date. Late and/or incomplete applications will not be processed.

The City requires all sponsorship applications to be submitted through our online platform unless alternate arrangements for accessibility have been made with the Tourism staff in advance and adhere to all application submission deadlines.

Application Assessment

All Experience Brampton Festival applications will be reviewed by Tourism staff for completeness and eligibility.

New applications will be evaluated by a committee of reviewers with experience in each of the criteria categories. Application evaluators work within City departments that have alignment with the program objectives. Scores are calculated based on an evaluation matrix. A final application score will be determined by providing an average score from all committee evaluations. In order for an application to be eligible to receive funding it must receive a minimum score of 70%. The City can not guarantee funding to all applicants, nor can the City ensure that the total amount requested by a successful applicant will be granted.

Only ONE (1) new festival will be accepted into the program in 2024. Applicants will be notified by email regarding the final result of their application.

Application Scoring Criteria

Each Experience Brampton Festival application will be reviewed and assessed based on the following defined criteria.

Organizational Effectiveness

- A clear history of past successes / achievements that directly support the purpose of the festival
- Applicant's proposed budget is appropriate based on the scale of the event and the festival's history.
- Demonstrated strategies to access alternative funding sources beyond municipal funding
- Evidence of a positive outcome from past year's budget planning

Community Impact

- Evaluation of festival need within Brampton
- Evidence of responding to changing needs of the community based on appropriate research, audience development, and marketing strategies and illustrating their impact upon festival delivery
- Defining the collaborative process and the level of effectiveness in working with the local community

- The festival program enhances social equity and citizen engagement. There are opportunities for participation by equity deserving groups, people of all ages, abilities, sexual orientation, gender identities, ethnicities, cultural background, religion, language, and socio-economic conditions.
- There is a viable and well-resourced volunteer program; the volunteers participate in and contribute to the planning and realization of the festival
- Identification of value added and opportunities to give back to the Brampton community.

Economic Impact

- Total number of estimated attendees (based on previous years event)
- The festival attracts out-of-town visitors (greater than 40km)
- The festival utilizes Brampton accommodations for either participants or visitors to the event
- Local community engagement is demonstrated by the support of local businesses, artists/entertainers and community partners
- How festivals will contribute to Brampton's economy

Promote Brampton

- The quality of the marketing plan and how it generates positive awareness for Brampton
- The festival has adequately allocated budget towards promoting the festival to Brampton and beyond Brampton borders
- Applicant demonstrates how components of the festival will be innovative, new and exciting to attract a new broader audience across Brampton and beyond Brampton borders

Successful Recipients

Experience Brampton Festival recipients are required to enter into a sponsorship agreement with the City. The agreement must be signed on behalf of the recipient, by the individual(s) who is an authorized member or officer of the organization as indicated on the application and City officials to be fully executed and before financial support can be released. Applicants will be notified by email regarding the final result of their application.

Festival Close-Out Report

A mandatory requirement of all Experience Brampton Festivals is submitting a Project Close Out Report following the completion of the festival (full delivery of the festival as outlined in the application and approved by the City in the funding agreement). The purpose of this report is to evaluate the success of the sponsored festival and to account for the spending of the Experience Brampton Festival sponsorship received.

The Experience Brampton Festival Program Close-Out report does not have a template, all recipients are to develop their own report that addresses the following :

1. Proof of mandatory City of Brampton recognition presented at the Festival as described in Applicant Responsibilities
2. Post Economic Impact Assessment Data
 - Festival budget actuals are required to be provided on the same template submitted during the application process titled Economic Impact Calculator Assessment.
3. Post Event Budget Actuals
4. Proof of Festival Expenses
 - For purchases made with City sponsorship funds
 - All invoices/ receipts are to itemized (vendor/reason/date paid etc.) and supported by original copies of the invoices. To prove expenses, an applicant is expected to provide proof of charge and payment , which can include point of sale receipts , invoices marked as paid and cheques.
5. Review of festival Goals & Objectives
 - Please provide details of your festival goals and objectives as presented in the application and committed to in the Experience Brampton Sponsorship Agreement
 - Include festival pictures, video, social media analytics and any testimonials captured
6. Festival Photos and Videos
 - Provide the City of Brampton with access to professional photos and videos captured at the event
 - Provide written permission for the City of Brampton to use the festival photo/videos for future promotion campaigns

Recipients must be able submit a mandatory Project Close Out Report **90 days** after the festival provided in the submitted application.

Not meeting the timelines will result in:

- Forfeiture of the 25% funding holdback where applicable
- Ineligibility to continue in Tourism Sponsorship funding programs

Recipients that do not submit a Project Close Out Report may have their status revised to 'Concerned Status', resulting in ineligibility for future Experience Brampton Festival sponsorship.

General Sponsorship Provisions

- Sponsorship issued by the City is supplemental to the overall requirements necessary to carry out the festival for which an organizer is seeking assistance and must not be greater than 50% of the overall festival operating budget.
- The City of Brampton Respectful Workplace Policy (HRM-150) is applicable to all funding recipients including employees and volunteers of the organization as well as vendors and suppliers affiliated with the event.
- Successful applicants must be in compliance with all conditions and requirements contained in the *Ontario Human Rights Code* and the *Charter of Rights and Freedoms* as well as any other applicable City of Brampton's policies.
- Funding may only be used for the approved festival as detailed in the application. The City may cancel funding support in cases where the details of the event's programming, venue or date changes without prior consultation with Tourism staff.
- Tourism Sponsorship funding should not be viewed as the sole source of funding for an event. Applicants are encouraged to seek additional sources of funding for their events including other sponsorships, grant opportunities, etc.
- All additional funds from any other City sources, including elected officials, and any in-kind support (i.e. donated materials or services) must be disclosed.
- Recipients will receive funds by electronic transfer to the bank account of the recipient organization noted in the application form.
- Should the festival be cancelled, repayment of the entire amount of the sponsorship issued by the City is required.
- Approved City sponsorship may not be transferred to another person or organization or any other event.
- Receipt of funding in any given year does not guarantee funding in future years.
- Funding decisions are considered as final. Feedback will be provided by appointment to applicants upon written request to the Coordinator, Special Projects
- The City reserves the right to request bank statements for the funding period and/or audited financial statements.

- All funding recipients must sign an agreement that includes details regarding: funding; ongoing and final reporting requirements and deadlines; penalties for late reporting; indemnity; insurance; and disclosure of conflict. Agreements must be signed in-person with the Coordinator(s).
- The City reserves the right to cancel awarded funding support without notice if the applicant is in violation of any of the terms and conditions set forth in the Tourism Sponsorship Program guidelines or other legally binding agreements.
- Events which have fundraising as the primary activity or objective are not eligible for Tourism Sponsorship. Any third-party fundraising efforts must be disclosed in the application and be secondary components of the project. Proceeds must be directed back to registered charities and incorporated non-profit organizations within Brampton, as evidenced by an official letter from the organization or charity confirming this arrangement. It is the responsibility of the applicant to verify the status of the organization as a registered charity or incorporated non-profit. Failure to do so may result in the organization being deemed ineligible for future funding years or an application being declined.
- The City reserves the right to amend or impose additional terms and conditions as is deemed necessary by the City.

Access to Information and Protection of Privacy

The City of Brampton collects information required to review Tourism Sponsorship submissions, administration of sponsorship, and reporting. All information collected is retained in City records as required by the City's Record Retention By-Law. Records are maintained according to City policies and in compliance with Provincial and Federal legislation, including the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA). Information about events supported by the Tourism Sponsorship Program, including the festival name, festival description, and the organization's name or individual members of unincorporated organizations undertaking the event, will be made public by the City. Additional information may be disclosed to individual members of the public in response to access to information requests made under the Act. The City limits the collection of personal information to that information necessary for the efficient administration of the program. As a part of the sponsorship application process, the City collects contact information consisting of the name, address, email address and telephone number of the primary point of contact for the applicant and any individuals signing a sponsorship agreement. Where this information constitutes personal information, it is collected under the authority of the Municipal Act S.O. 2001, c.25. This information is used only to contact applicants for purposes related to reviewing, administering and reporting on sponsorship applications. Questions about the collection of personal information should be directed to the Coordinator(s).