

TOURISM SPONSORSHIP PROGRAM GUIDELINES



SPORTS TOURISM EVENTS

EXPERIENCE
BRAMPTON

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Sport Tourism Events Sponsorship

Sport tourism events play an important role in enhancing the community by generating positive economic impact, fostering civic pride, and forming Brampton's legacy.

The Sport Tourism Events Sponsorship Program responsibly supports Amateur Sport Competitions 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 Sport Tourism Event Sponsorship Program including available sponsorship, eligibility requirements, the application, review process, important deadlines and general sponsorship provisions. Applicants are strongly encouraged to read these guidelines in their entirety prior to applying to ensure a thorough understanding of the program and that all eligibility criteria are met.

Program Inquires

For questions about the Sport Tourism Sponsorship Program Visit the Tourism website www.brampton.ca/tourism or email Sports Tourism Events - sport@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 Sport Tourism Sponsorship Program.

Program Objectives

Sponsorship proposals are evaluated based on the ability of the sporting event 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 Sport Tourism Sponsorship 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 positive publicity and audience visitation.

Program Eligibility

Eligible Organizations

The City recognizes the following types of organization as eligible for sponsorship through the Sport Tourism Sponsorship Program:

- **Incorporated Non-Profit Organization:** an organization that is incorporated under the laws of Canada or Ontario as a non-profit corporation without share capital.
- **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 not-for-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

The following organization are ineligible for City of Brampton Sport Tourism Sponsorship

- For profit organizations
- School boards or individual schools
- Resident groups or individuals
- Organizations that already receive any other funding from the City of Brampton
- 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 services and activities include the promotion of and/or required adherence to a faith
- Hospitals, clinic-based services or medical treatment programs
- Fundraising organizations
- Unions

Eligible Sport Tourism Events

The Sport Tourism Sponsorship Program will consider only those events that are regional, provincial or national amateur competitions and meet the following criteria:

- Are open to the public, accessible and welcoming to Brampton residents and visitors
- Agree to provide information for completion of economic impact assessment pre and post event using Sport Tourism Canada's STEAM calculator
- Are promoted to residents and visitors (from greater than 40 kms outside of Brampton)
- Take place in the City of Brampton during the 2024 calendar year
- Include a minimum of two (2) consecutive days of amateur competition at a minimum of seven (7) hours per day
- Consume a minimum of 50 room nights (#rooms x #nights) in recognized Brampton paid accommodation providers (accommodation list is available upon request)
- Have a minimum of 50 percent of the participants (athletes, coaches, and officials) travelling more than 40 km one way to the event held in Brampton
- Are events sanctioned by a recognized sport body or if an emerging sport with no official status, the sport has official rules/regulations that are being adhered to

**Important Note: At this time multi-year sponsorship commitments are not available.*

Available Funding

Eligible events may apply for support up to a maximum of \$50,000 once during the fiscal year. Organizations may apply for funding for two distinct events. The City of Brampton's 2024 fiscal year is January 1st to December 31st. The allocation of funding will be determined by the number of applications received and the funds available from the Sport Tourism Sponsorship Program. The City cannot guarantee funding to all applicants, nor can the City ensure that the total amount requested by a successful applicant will be granted. 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.

Ineligible Expenses

The following expenses may not be covered by sponsorship funding:

- Alcohol, tobacco products or legalized substances
- Cash prizes and giveaways including scholarships
- Insurance fees

- Infrastructure or capital expenses
- Volunteer and staff gifts
- Festival and event staff or volunteer meals not during before or after event 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

Applying to the Sport Tourism Sponsorship Program

Important Dates

Sponsorship application requests will only accepted through the Tourism Sponsorship Program's annual call as shown in the table below.

Sponsorship application requests must be **submitted online by 11:59pm EST** on the deadline close date.

Call for Applications Opens	November 20, 2023
Deadline to Submit Applications	December 20, 2023
Notice to Applicants	January 2024

How to Apply

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 sport@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 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.

1. Online Application

- Review the application and answer all the questions. All information provided in the application must be true, correct and complete, as verified by an authorized official(s) from your organization.
- The form can be accessed and submitted online through www.brampton.ca/tourism

2. 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
- Submit by email to tourism@brampton.ca with Sporting Event name in subject line

3. Proof of Incorporation

- a. 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.
- b. 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.
 - Submit by email to sport@brampton.ca with Sporting Event name in subject line

4. Economic Assessment

- a. A completed copy of the Sport Tourism Event Economic Assessment Measure (STEAM). Templates are available at www.brampton.ca/tourism.
 - Submit by email to sport@brampton.ca with Festival or Event name in subject line

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

Application Review

All Sport Tourism Sponsorship Program applications will be reviewed by Tourism staff for completeness and eligibility. The applicants' scores will be based on a defined scoring matrix directly related to the program's objectives outlined in the guidelines. The City cannot guarantee funding to all applicants, nor can the City ensure that the total amount requested by a successful applicant will be granted. Applicants will be notified by email regarding the result of their application.

Successful Requests

Successful Brampton Sport Tourism Sponsorship recipients are required to enter into a sponsorship agreement with the City. The agreement must be signed on behalf of the applicant, by the individual(s) who is an authorized member or officer of the organization as indicated on the application. All sponsorship funding will require a fully executed sponsorship agreement, signed by event organizers and City officials before financial support can be released.

Payment Schedule

- 75% of the total sponsorship awarded will be paid following the fully executed sponsorship agreement.
- 25% of approved sponsorship will be released upon receipt of the Sport Tourism Event **Close-Out Report** to the satisfaction of city of Brampton Sport Tourism staff.

Close-Out Report

A mandatory requirement of the Sport Tourism Sponsorship Program is the completion and submission of a Sport Tourism Event Close-Out Report within **60 calendar days** following the last day of the event. The purpose of this report is to evaluate the success of the sponsored event and confirmation that all sponsorship recognition tactics were executed as selected on the Sport Tourism Sponsorship Program application and how the sponsorship dollars were used to support the event.

All close-out reports are to be submitted to sport@brampton.ca

The Sport Tourism Sponsorship Program Close-Out report will request verification and proof of the following:

- Proof of sponsorship recognition for the tactics selected as part of the application process
- Post Economic Impact Assessment
 - ❖ Required information to complete a post event economic impact assessment for Sport Tourism Event events. The same template used during the application process for the pre-event assessment will be re-used to include actuals following the event.
- Copies of final invoices/receipts for purchases made with City sponsorship funds
- Social Media Analytics
- Testimonials from attendees, volunteers, performers, vendors and any others involved
- Event pictures and video

General Provisions

- 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 event as detailed in the application. The City may cancel funding support in cases where the details of the sport event's programming, venue or date changes without prior consultation with Tourism staff.
- Sport 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 sporting event 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 Sports Tourism Coordinator.
- 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 Sport Tourism Sponsorship Program guidelines or other legally binding agreements.
- Sporting 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 Sport 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 Sport Tourism Sponsorship Program, including the event name, event 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 Tourism Coordinator(s).