



## COMMUNITY SUPPORT INFORMATION

E206 20159 88<sup>th</sup> Avenue  
Langley, BC V1M 0A4  
604.371.1477  
tourism-langley.ca

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Tourism Langley recognizes the value events play in showcasing a community while contributing to its quality of life, local economy and cultural identity. As a key stakeholder in the Langleys, Tourism Langley is committed to supporting and facilitating event organizers with new and/or existing initiatives that attract visitors to our community and profile our tourist attractions while increasing our overall tourism industry capacity. Tourism Langley has developed the following event funding guidelines to provide financial support to events hosted in the Langleys.

### FUNDING

Funds for events are for the purpose of sponsorship, and not considered a grant. Tourism Langley will act as other commercial sponsors in terms of recognition and benefits. This will be negotiated on an individual basis.

### OBJECTIVES

- To ensure best value from Tourism Langley's investment and that a fair and transparent process is used in allocation of the event sponsorship funds.
- To strategically invest in events that position Langley as a key destination in the Fraser Valley.
- To further develop the range of existing events to maximize the economic and social benefits to the community and to increase Langley's reputation as a destination.
- To expand the brand strategy for Tourism Langley and to maximize exposure through a variety of campaigns including media, corporate alliances and signage.

### CRITERIA

Under the noted criteria, you must display how your event will result in at least one of the following benefits.

#### **1. Exposure and promotion for Langley**

The event increases awareness of Langley through a variety of promotional programs. It positions Langley as a premier destination within the Lower Mainland and offers maximum sponsorship recognition to targeted audiences.

#### **2. Economic benefits for Langley**

The event proves to increase the number of visitors to Langley, thereby providing economic benefits to local businesses. If possible, historical data i.e.; results from past events, R.O.I., or outcomes that are consistent with the mission of Tourism Langley.

### **3. Promote community pride for residents of Langley**

The event provides Langley residents with options in entertainment and/or recreational activities and creates a more vibrant and diverse local lifestyle.

#### **REQUEST FOR SUPPORT**

Two Categories: \$1-\$999 | \$1,000+

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Funding requests will be reviewed through a proposal process and assessed on an individual basis based on the event concept, quality of information provided, and how it meets the vision of Tourism Langley.

Proposals must be submitted 3 months prior to the event, and include the following:

- Overall concept or broad outline of the event
- Explanation on the purpose of the event
- Indicate dates and anticipated attendance for the event
- Provide details of the proposed location or venue
- Outline the benefits offered to Tourism Langley

Please also provide the following:

- Provide a simple budget outlining the event costs, including cash flow projections and profit/loss forecasts.
- Provide a marketing and promotional plan identifying specific target markets.

Upon completion of your event (within 30 days) please submit a one page summary outlining why your event was a success; also include the actual number of participants or teams and spectators, actual income sources and expenses (if available), as well as photos of your event.

We welcome all sponsorship requests; however decisions regarding financial support are at our sole discretion. Unfortunately, due to the number of requests we receive, Tourism Langley is not in the position to support every application.

All proposals must be submitted attention:

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**Executive Director, Tourism Langley**  
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Langley, BC V1M 0A4  
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## COMMUNITY SUPPORT APPLICATION

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### ORGANIZATION/COMPANY DETAILS

Company Name:

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Type of Business: \_\_\_\_\_ For Profit \_\_\_\_\_ Non Profit \_\_\_\_\_

### Description of Business:

### EVENT DETAILS

Event Name/Title: \_\_\_\_\_

Dates: \_\_\_\_\_

Anticipated Attendance: \_\_\_\_\_

Location/Venue: \_\_\_\_\_

Is the event open to the general public? YES NO

Are tickets being sold for this event? YES NO

Funding amount requested: \_\_\_\_\_

### Outline the benefits offered to Langley: (#1, 2, or 3 of Criteria)

### Explain the overall concept or broad outline of the event:

**Explain the purpose of the event:**

**SUPPORT CATEGORY \$1-\$999**

**Is sponsorship requested in the form of products or services supplied by Tourism Langley?**

<b>YES</b>	<b>NO</b>
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**If yes, describe the request:** *(i.e. tent use, promotional items, etc.)*

**Use of monetary funding if supported:**

**SUPPORT CATEGORY \$1,000+**

- Include a simple budget outlining the event costs, including cash flow projections and profit/loss forecasts.
- Include a marketing and promotional plan identifying specific target markets.

Upon completion of your event (within 30 days) please submit a one page summary outlining why your event was a success; also include the actual number of participants or teams and spectators, actual income sources and expenses (if available), as well as photos of your event.

**Explain how you plan to use the funding if supported:**

<b>CONDITIONS OF SUPPORT</b>
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If sponsorship is granted, the recipient must:

- Ensure that the Tourism Langley logo appears on advertising where applicable
- Marketing information/website must carry a link to the Tourism Langley website