



NEW Event Attraction Sponsorship Program – 2018-2020

This sponsorship program is designed to inspire organizations and event holders to relocate their festivals, events, and conventions to the Township of Langley.

Criteria |

This sponsorship program is intended to:

- attract new events to the Township of Langley
- extend duration of event and increase the stay (room nights) of large, existing events
- increase attendance of visitors from outside of the Township of Langley
- inspire event organizers to source Township of Langley businesses first, where possible
- target new events that take place between the months of October and April.

Application Requirements, Review Process & Sponsorship Decisions |

1. Complete Sponsorship Application form in full. Missing information will stop application from being reviewed.
2. Attach requested supporting documents to your application. See Checklist at the end of the application.
3. Tourism Langley staff are available to check your application before its remitted – to better ensure it is complete. Contact staff no later than the 20th day of each month.
4. Email completed application to Erinn@tourism-langley.ca. You will receive an application receipt confirmation email along with the month in which your event application will be reviewed.
5. Tourism Langley's Board reviews applications monthly, during the 1st week of each month. Estimated sponsorship decision time is approximately 60 days. Please note that applications may not necessarily be funded at the full amount requested.
6. Sponsorship recipients agrees to comply with all terms identified herein, and to submit a Post Event Report Form with receipts by December 31. Applicants awarded multi-year grant terms are not required to resubmit an application form in subsequent years if Tourism Langley Association has acknowledged receipt of prior year's completed Post Event Report Form.
7. Approved funds must be spent in their entirety as outlined in this application and by December 31 of the year for which funds were requested.
8. Sponsorship recipients agrees to acknowledge that the financial support of Tourism Langley will be prominently displayed in the organization's event promotional material and media, and understands that there is no obligation of Tourism Langley to provide ongoing funding.
9. Direct inquiries to Erinn@tourism-langley.ca

Tourism Langley Association | Event Attraction Sponsorship Application Form

Section 1 Organization Information			
Organization's Legal Name			
Address		City	
Postal Code		Daytime Phone #	
Email Address		Website	
Registered Non-Profit Society	<input type="checkbox"/> Yes		<input type="checkbox"/> No
Society No.		Date of Incorporation	
Primary Contact Name			
Title			
Daytime Phone #		Email Address	
Provide a brief description of your organization, its purpose and its membership.			

Section 2 Event Information			
Event Name			
Event Description Describe your event (ie: history, overview, purpose, objectives and activities in 500 words or less)			
Event Location <i>(include a description if location is a geographical area)</i>			
Event Start Date		Event End Date	
Has this event been held in BC before? If yes, where and in which year?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does your event take place between October and April?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
Has this event received sponsorship from Tourism Langley Association in the past?		<input type="checkbox"/> Yes	<input type="checkbox"/> No

Section 3 Sponsorship Request
<p>Your event must fall under one of these 3 event categories:</p> <p><input type="checkbox"/> New Community Event benefits overall community, contributes to building community pride, encourages community interaction and spirit.</p> <p><input type="checkbox"/> New Emerging Economic and Tourism Event contributes to economic growth, marketed to and attracts visitors & tourists from outside of BC's lower mainland, attracts media exposure.</p>

By submitting this application, your organization certifies that the information included in this application is accurate and true, and agrees to comply with all terms stipulated.

New Signature Economic and Tourism Event | contributes to economic growth, is a major event that attracts significant levels of attendance and overnight hotel stays, attracts significant media exposure and has other, confirmed, significant sponsorship. Only events that have demonstrated 3 years of successful growth and demonstrated sustainability are eligible to apply in this category.

Category	Rationale	Sponsorship Requested		
Community Event		\$ _____		
Emerging Economic and Tourism Event		\$ _____		
Signature Economic and Tourism Event		\$ _____		
Please indicate for which term you wish to apply for sponsorship		<input type="checkbox"/> 1 Year	<input type="checkbox"/> 2 Years	<input type="checkbox"/> 3 Years
Does your organization have confirmed grants and/or sponsorships funds for this event? <input type="checkbox"/> YES <input type="checkbox"/> NO				
If YES, please list each including confirmed funding value.				

Section 4 | Event Marketing

4.1 What makes this event unique & innovative? Explain how the event will benefit the community.

4.2 How will you market this event?

4.3 Provide the name of media that will attend the event.

If your event will be televised, attach your broadcast media plan.

If your event will be webcast/streamed online, indicate streaming sites and expected viewership.

4.4 Please provide information on how your event will raise awareness, nationally & internationally, of BC as a destination of choice.

Section 5 | Tourism Value and Economic Impact

Visitor Attendance Participants/Athletes	Number	Visitor Attendance Attendees/Spectators	Number
International		International	
National		National	
Regional (from BC/not lower mainland)		Regional (from BC/not lower mainland)	
Local		Local	
Total		Total	
If this is a reoccurring event, what was the attendance for the last 2 events			
Expected average number of days stay by visitors attending from outside the lower mainland		Days	
Expected total number of hotel room nights		Nights	
Expected (i) full-time and (ii) temporary jobs created <i>(please provide details that support this information)</i>			

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Describe how your organization intends to draw incremental tourists and/or encourage visitors to lengthen their stay.
Describe other factors for consideration related to the tourism value of the event for the Township of Langley and surrounding area.

Section 6 | Local & Regional Support & Partners

List the other groups/organizations that are working jointly with your organization to make your event successful.
Detail the support your event has from local community, area stakeholders, and relevant organizations.

Section 7 | Evaluation and Reporting

How will you evaluate this event? What will you measure to determine whether the event has been a success? What measurable outcome will you use in your evaluation? How will you compare the success of your event from year to year?

Note: Should your event be sponsored by Tourism Langley Association, the evaluation criteria you describe above should be used when completing the Post Event Form.

Submission Authorization

This application must be signed by 2 signing officers of your organization. Where 2 or more organizations are collaborating on an application, 1 signing officer per organization is sufficient.

Single Organization Signatories

_____ Signature (1)	_____ Name (please print)	_____ Title	_____ Date
_____ Signature (2)	_____ Name (please print)	_____ Title	_____ Date

Joint/Collaborating Organization Signatories

(Signature space provided for up to 3 organizations. Should additional space be required, please attach separate sheet in application submission)

_____ Signature (1)	_____ Name (please print)	_____ Title	_____ Date
_____ Signature (2)	_____ Name (please print)	_____ Title	_____ Date
_____ Signature (3)	_____ Name (please print)	_____ Title	_____ Date

Reminder: If any of the above required information is missing, your application will be ineligible for review.

By submitting this application, your organization certifies that the information included in this application is accurate and true, and agrees to comply with all terms stipulated.

Documentation Checklist

- Completed application; signed original required
- Event Budget / Financial Planning statement
- Financial statements presented at last AGM OR financial statement/accounting of last year's event
- Broadcast media plan (if applicable – see 6.4 above)

Submit completed application to:

In-Person or By-Mail:

Tourism Langley Association
E206 20159 88 Avenue, Langley, BC V1M 0A4

By Email:

Erinn@tourism-langley.ca

Appendix 1 | Financial Planning / Budget

Please complete the table in full (note: incomplete applications will be returned) indicating the total cost of project event expenses along with the corresponding cash allocations and in-kind donation of goods/services.

1 Year

2 Years

3 Years

The following expenses are ineligible. If you are unclear about eligibility of an expense, please contact Tourism Langley Association staff.

- Alcohol or tobacco purchases
- Cash prizes
- Grants to other organizations
- Municipal facility rentals
- Music or performance rights
- Ongoing operating expenses of the organization
- Staffing wages & benefits
- Travel expenses

Expenses	Cash Amount (A)	In-Kind Amount (B)	Total Expense (A + B)
Administration			
Artist & Performer Fees			
Costumes / Uniforms			
Design / Production Costs			
Entertainment			
Equipment Rental			
Equipment / Instrument Purchase			
Event Producer			
Food & Beverage			
Insurance / Permits			
Marketing & Advertising			
Other Contracted Services			
Printing & Copying			
Security			
Venue Rental			
Volunteer Recruitment & Training			
Other			
Total	\$	\$	\$

What are the event's sources of revenues?	
Cash Donations	
Cash Sponsorship	

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Merchandise / Product Sales	
Ticket Sales / Admissions	
Vendor Booth Rental	
Other Grants EXCLUDING Township of Langley Grants	
Total Revenues	\$

Calculate the demonstrated financial need	
Total expenses	\$
Total revenues	\$
Demonstrated Sponsorship Need	\$

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