



GREATER
**VICTORIA
HARBOUR**
AUTHORITY

2019 IN-KIND SPONSORSHIP AND DISCOUNT PACKAGE

This application form must be completed in order for the applicant to be considered for In-Kind Sponsorship at any facility owned by the Greater Victoria Harbour Authority (GVHA).

Please submit completed applications to Deanna Young via email.

For additional information, please contact:

Deanna Young Promotions

Tel: 250-727-5989

Email: deannayoungpromotions@gmail.com

In-Kind Sponsorship Guidelines

GVHA offers an in-kind sponsorship program that aims to support and promote community events and initiatives that align with GVHA's [guiding principles and vision](#) of a harbour where people live, learn, work, and play; a spectacular gateway into Victoria's past and into its future, monumental in look and feel, linking communities and all people together.

GVHA OFFERS IN-KIND SPONSORSHIP TO SUPPORT:

- Marine-related events
- Cultural, educational, and artistic events

In addition to the above, the event must be identified as at least one of the following:

- A new event
 - A new event is eligible to an in-kind sponsorship commitment of up to three years at GVHA's discretion
- A fundraiser
- Community celebration or festival
- An initiative that includes:
 - Marine research
 - Environmental and educational activities

**Events are encouraged to acknowledge the traditional territories of the Lekwungen people (Esquimalt and Songhees First Nations) and incorporate suitable cultural components such as welcome ceremonies, drumming, and dancing into the event schedule if appropriate.*

QUALIFYING ORGANIZATIONS:

Organizations eligible to receive in-kind sponsorship must be a charitable and/or non-profit registered under the BC Societies Act in good standing and that abide by the below restrictions¹.

NON-QUALIFYING ORGANIZATIONS

GVHA will not provide in-kind sponsorship to:

- Individuals
- For-profit organizations
- Events that have exclusively ticketed programming
- Activities that involve political or advocacy initiatives that conflict with GVHA's guiding principles.
- Any organization that discriminates on the basis of gender, gender identity, sexual orientation, race, creed, or religion.
- Organization with GVHA Management or Board Members represented on that organization's board or governing body

No shareholder, member or proprietor of the recipient organization may financially benefit from GVHA's In-Kind Sponsorship Program.

¹Exceptions may apply for grandfathered organizations or with GVHA management and board approval

IN-KIND SPONSORSHIP LIMITS

Successful applicants will receive GVHA's in-kind sponsorship as follows:

- Up to a maximum of 80% and not to exceed \$30,000 of all costs related to the use of GVHA's properties.²
- Sponsorship above the percentage and amount listed above will need approval from the GVHA board.
- Please note that the following fees are not subject to sponsorship and must be paid in full:
 1. Administration fees
 2. Power expenses
 3. Penalty fees
 4. Equipment rentals
 5. Additional required security fees
 6. Filming fees
 7. Staff time related to the event
 8. Sponsorship available for a 3 -year maximum for multi-year events
 - Each year the percentage will decrease until the event is sustainable without sponsorship by year 4.

SPONSORSHIP RECOGNITION REQUIREMENTS

Successful applicants must acknowledge GVHA's sponsorship at a level relative to the total value of GVHA's support. GVHA's support may be recognized through posters, print advertising, TV features/advertising, radio, online website and social media posts, announcements, speeches (during and/or post event), signage among others as identified in the in-kind sponsorship application.

REPORTS AND DOCUMENTATION

Recipients of GVHA's in-kind sponsorship must provide a Recognition Report summarizing the sponsorship recognition given to GVHA in relation to the event. Recognition reports should be submitted no later than **30 days after the event** to the Events Coordinator at deannayoungpromotions@gmail.com. Pictures should be added to the report if possible. **Late submissions will result in withdrawal of the in-kind sponsorship and invoicing of all costs incurred by the event.**

Recipients of GVHA's in-kind sponsorship may be required to submit supporting financial documentation as they relate to the event. GVHA reserves the right to deny sponsorship if event organizers choose not to provide the requested documents.

SPONSORSHIP DEADLINE

Sponsorship applications must be submitted to deannayoungpromotions@gmail.com no later than **90 days prior to the event date** in order to allow time for the application to be reviewed. **Late applications may not be considered for in-kind sponsorship.**

Sponsorship applications will be reviewed within 45 days of receipt by a panel of GVHA representatives of the departments impacted by the event.

Recognition reports will be used in determining sponsorship levels for events and/or organizations for subsequent years.

² Exceptions may apply for grandfathered organizations or with GVHA management and board approval



GVHA In-Kind Sponsorship/Discount Application

Please read the sponsorship guidelines prior to submitting an application. Sponsorship applications must be received at **least 90 days** prior to the event. **Late applications may not be considered for sponsorship.**

Today's Date: _____

1. EVENT INFORMATION

Event Name: _____

Event Date: _____

Contact Person(s): _____

Phone Number: _____ Email: _____

Organization Name: _____

Organization Mandate, Purpose, and Vision:

Not-for-profit or registered charity registered under the BC Societies Act (Registration# _____)

Full Address: _____

Location of Event: Which facility would you like to use? Please check all that apply.

- Pier B Building
- Pier A – Front of Warehouse
- Breakwater Barge
- Bare Land
- Pier B
- Pier A
- Parking Lot
- Grassy Area
- Bandshell

Dates that the event is open to the public:

Additional set-up/tear-down dates:

Dock rental dates, if using docks in addition to upland venues:

Which category best describes your event, based on the descriptions on the pervious page (page 1)?

- Fundraiser
- Community celebration
- Community festival
- Marine research initiative
- Environmental activity
- Educational activity
- Other

2. EVENT DETAILS

Event Purpose(s) & Description:

Changes from previous year (if any):

How does your event support GVHA's vision?

Beneficiaries of the event (if any):

How many people are you expecting? _____

How many attended last year? _____

What percentage of your audience is made up of local residents versus out of town visitors?

Does your event have a marine component? Please describe

Does your event have a First Nations component (acknowledgement, engagement, etc.)? Please describe

3. COMMUNITY IMPACT AND INVOLVEMENT:

Please describe your local audience:

How will the local community participate in and have access to your event?

How many volunteers do you estimate having? _____

How many volunteer hours does this represent? _____

Will your event have a free component? Yes No

Will your event have a ticketed component? Yes No

What are the expected revenues related to the ticketed component? _____

What percentage will these revenues make of your event budget? _____

What are the admission prices? _____

How will your event involve local organizations? Performers/producers/technicians/businesses etc.?

Which other funding/sponsorship sources or organizational partners are being sought?

4. REQUEST AND RECOGNITION

What dollar amount of in-kind support would you like to receive from GVHA? _____

How will GVHA be recognized? Please attach your sponsorship package or provide a detailed description here:

How much direct expenditure by attendees, volunteers and staff do you estimate your event will bring to GVHA?

5. EVENT BUDGET

Please submit your revenue and expense sheets as they relate to the above-named event. Please show sponsorships (both in-kind and cash). Remember to include sponsorships in both the expense and revenue columns.

GVHA may request your business plan and supporting financial documents as they relate to the above-named event. GVHA reserves the right to deny sponsorship if you choose to not provide the requested documents.

6. ATTACHMENTS:

Required Attachments:

- Event budget
- Sponsorship opportunities
- Sponsorship report (post-event)*

Attachments required upon request

- Event business plan
- Event supporting financial documents

*Recognition reports should be submitted **no later than 30 days** after the event to the Events Coordinator at events@gvha.ca. **Late submissions will result in withdrawal of the in-kind sponsorship and invoicing of all costs incurred by the event.**