



# Old Strathcona Business Association Sponsorship Guidelines

The Old Strathcona Business Association (OSBA) welcomes initiatives that bring residents, workers, and visitors together through engaging experiences, festivals, and events. The sponsorship program is in place to support events that advance our strategic goals, engage the community, increase visitation to Old Strathcona, and generally enhance the vibrancy of the district. Given the OSBA's small team, it is particularly supportive of activations that require little staff time but deliver big impacts and/or significant positive impressions.

## Timing

The OSBA operates on a calendar year (January 1 – December 31). The overall sponsorship budget is approved and finalized in late August/September each year for the following budget cycle. While the OSBA allocates most of these funds to specific recurring annual events that it has ongoing partnerships with, there is some flexibility to accommodate new and emerging events. Organizations are encouraged to apply for sponsorship throughout the year a minimum of 30 days prior to the expected start date of the event, activation or festival.

## Types of sponsorship

Spectacle: This is the more traditional style of sponsorship, partnering with medium to large scale festivals and events that stage key programming within [OSBA's boundaries](#). Usually there is a clear identity or theme to the festival, and focus can be on components like music, dance, food, sport, art, film etc.

Community Experience: This focuses more on the small to medium scale activations (events, festivals, markets, art, performances, installations etc.) that are often grass-roots, start-ups, or experimental. The impacts of these experiences are often subtle, and seemingly spontaneous forms of engagement in the public realm, or in publicly accessible spaces. Think interactive lighting installations, art, street theatre, and other unexpected delights.

## Streams of Sponsorship

The OSBA supports organizations through cash and in-kind sponsorships. In-kind promotion may occur through any of the following: inclusion in email newsletters, an event listing on our website (if applicable), promotion through social media platforms, writing letters of support for grant applications, and general guidance from OSBA staff.

The OSBA does not sponsor individuals, member businesses, political events or rallies, professional conventions, or charitable/fundraising efforts outside of our district. The OSBA does not require nor seek exclusivity as a sponsor. In fact, it encourages as much partnership and involvement of the community as possible.

The OSBA provides cash sponsorship only to registered non-profit organizations that serve as producer or designated partner of an event. Event organizers that do not have a non-profit partner may still be eligible to receive in-kind sponsorship if all other criteria are fulfilled.

## **Donations**

The OSBA may, on occasion, make a cash donation to a not-for-profit organization in exchange for services rendered or volunteer support provided to the OSBA.

## **Sponsorship criteria**

Focus: The OSBA strives for a comprehensive sponsorship portfolio that has something for everyone. Partners are encouraged to focus on a specific area such as culture, art, traditional holidays, shopping, dining, sports, or lifestyle.

Old Strathcona as a Destination: Key programming must take place within [OSBA's boundaries](#). Proposals should describe why Old Strathcona is the preferred location to host an event and what advantages your organization would have in being here. Examples of how organizers would showcase Old Strathcona as a destination through promotion and implementation of an event are encouraged.

Accessible: The OSBA looks to partner with organizations and events that are as accessible and inclusive as possible. Ideally, 'free' components are widely available, and ticketed or admission-based events have affordable price points.

Target Audience: The target market should be in keeping with the OSBA's primary focus on residents, workers and their families, and greater Edmonton region residents or visitors versus tourists. Activations should engage participants already in Old Strathcona and/or entice them to come to Old Strathcona when they might otherwise not do so.

Practical Application: The sponsorship should have a practical application, enabling OSBA to position the district to the event audience and/or offer opportunities to engage our members in the event/festival. We do not undertake sponsorships that only allow us to position the association's logo.

Communications & Exposure: Events should include a comprehensive communication strategy with a creative concept, measurable objectives, and plan for soliciting media coverage as well as advertising (e.g.: news releases, published list of sponsors, TV, radio, printed materials, social media etc.).

Project Plan & Measurement: A plan should be in place that outlines the event's objectives and how it intends to achieve them. An evaluation system, safety plan, risk assessment, insurance, site clean-up, and all required permitting are the responsibility of event organizers.

Post-Event Reporting: Events will be required to report to the OSBA on information such as attendance, business engagement, earned media and engagement providing positive returns to the BIA. Other requirements may be requested in a signed agreement to ensure the sponsorship program is providing maximum benefit to member businesses.

### **Get in touch**

For clarification or assistance with our sponsorship program, please contact Annie Winters, Manager, Marketing & Public Relations, at [marketing@oldstrathcona.ca](mailto:marketing@oldstrathcona.ca).