



## **NEW WESTMINSTER TOURISM AND CONVENTION DEVELOPMENT ASSOCIATION**

### **SPONSORSHIP POLICY**

#### **Purpose**

Tourism New Westminster (TNW) is committed to fostering vibrant and engaging events within the City of New Westminister that contribute to the growth and promotion of the dynamic Tourism Industry. This Event Sponsorship Policy outlines the criteria and procedures for event organizers seeking support from TNW. By aligning with TNW's vision and strategic goals, sponsored events play a pivotal role in enhancing the tourism experience and showcasing the unique experiences and value of New Westminister.

#### **1. Eligibility Criteria:**

To be sponsored, the event must take place within the City of New Westminister.

Event attendees must align with Tourism New Westminister's identified target markets.

The event must provide marketing exposure for Tourism New Westminister, and specific examples can be shared with event organizers.

#### **2. Application Process:**

Event organizers must follow a checklist outlining specific requirements and submit a formal contract (both provided by TNW).

A report template will be provided for post-event proof of accomplishments, which is essential for eligibility for future sponsorships.

#### **3. Financial Support:**

Tourism New Westminister may provide upfront financial support up to \$5,000. Amounts exceeding this will be considered on a case-by-case basis.

The sponsorship value, whether cash or in-kind, will be determined based on factors such as event size, potential for overnight stays, affiliation with New West hotels, and involvement of the City of New Westminister.

#### **4. In-Kind Sponsorship Opportunities:**

Tourism New Westminister may offer the TNW branded tent as in-kind sponsorship, valued at \$750 per day (or a not branded tent in case the branded ones are not available).

Social media amplification may be provided as in-kind sponsorship, including organic content, ad placement, or collaborations with local influencers.

The mobile booth of Tourism New Westminster may be set up at the event.

Event organizers should accommodate TNW for filming before, during, and after the event, with possible exclusive access as agreed upon, such as backstage access when applicable.

Sponsored events should provide giveaway opportunities to TNW whenever applicable.

#### **5. Evaluation Criteria:**

Sponsorship value is contingent on the size of the event, its potential to encourage overnight stays, whether it is organized by New West hotels, and whether the City of New Westminster is involved.

#### **6. Post-Event Reporting:**

Event organizers are required to submit a post-event report using the provided template, detailing the achieved outcomes and impact on tourism in New Westminster.

#### **7. General Considerations:**

Supported events should provide opportunities for attendees to explore New Westminster beyond the event venue(s).

Events that bring overnight guests to New Westminster are encouraged, supporting the marketing efforts of the New Westminster Accommodations Sector.

#### **8. Transparency:**

This sponsorship policy will be made publicly available on the Tourism New Westminster website.

#### **9. Right to Decline Sponsorship:**

Tourism New Westminster reserves the right to decline sponsorship for events that do not align with its mission, values, or strategic objectives, or for any other reason.

#### **10. Amendment Clause:**

Tourism New Westminster reserves the right to amend this sponsorship policy as needed.

R November 28<sup>th</sup>, 2023.