

## Uptown Sponsorship Grant



Business Improvement Association

### Overview

As part of our mission to enhance the value and vitality of Uptown Saint John, the not for profit association offers sponsorships for events & festivals within the Business Improvement Area.

### Purpose of the Sponsorships

Sponsorships are intended to support the marketing or programming of an event, project or program in the Uptown area that meets the Eligibility Requirements below; funds are directly from the membership levy.

### Eligibility Requirements

- Applicant may be a for-profit business or nonprofit corporation and must show joint registry stock documents
- Applicants are to be events located in the USJI business improvement area. (see attached map)

### Review Criteria

The below criteria will be used by USJI as a guide for reviewing and ranking applications.

*USJI reserves the right to deny any application for any reason.*

#### Leverage:

- Proportion of sponsorship request to overall budget must be submitted

#### Impact to Uptown:

- Duration and timing of event (how long often will the even benefit the Uptown?)
- Number of estimated attendees
- The ability of the event to enhance the Uptown Saint John experience
- Opportunities for attendees/participants to shop/patronize other Uptown organizations/businesses etc.
- Ability of the event to increase awareness and participation at the local, regional and national level.

#### Capacity of Organization:

- Established organization/event with track record of success
- Sound marketing plan for the event

#### Partnership:

- Number of partners present and/or ability to garner partnerships
- Ability of event to help unify arts/cultural community

#### Quality Event Criteria:

- Does the event utilize parks, plazas and other alternate spaces rather than relying on street closures?
- Does the event promote Saint John's unique charm and character?
- Does the event encourage a safe family atmosphere?
- Is the event free (or low-cost) and open to the public and provide accessibility?
- Is the event programmed at a time of year and during times of the day when there are no or few other events of significance already scheduled?
- Does the event take advantage of public and alternative transportation?
- Does the event promote visitation to Uptown by tourists and visitors from outlying areas?
- Ability to support USJI's Strategic Priorities

#### Indemnification

USJI will assume no responsibility for, and the applicant will indemnify USJI for and defend USJI against, any liabilities, costs or claims incurred by USJI as a result of the USJI co-sponsorship of a project under this program.

#### Contact

Uptown Saint John Inc. at 506 633 9797 [admin@uptownsj.com](mailto:admin@uptownsj.com) with any inquiries.

The sponsorship grant application **deadline is due by March 01, 2017 at 3pm.** Notification will be given in writing to the successful applicant(s) by March 31, 2017. All funds will be disbursed according to the completion of the event/project/program.



f. Location(s) of event/project/program. If not an event, describe where funds will be used or where benefiting venues/organization are located:

g. Financial support requested from Uptown Saint John Inc: \$\_\_\_\_\_

h. Total event/project/program budget \$\_\_\_\_\_

i. Anticipated number of attendee/participants to be served by the event/project/program:

j. Anticipated economic impact of event/project/program, if available (ticket sales, funds generated, etc):

2. Please provide the name of a designated person who is authorized to speak on behalf of this sponsorship application:

Name:

Title:

Address:

Email:

Phone:

3. Describe how the event will positively impact Uptown Saint John, specifically highlighting any information relevant to the following review criteria:
  - a. The ability of the event to enhance the Uptown Saint John experience
  - b. Opportunities for the attendees/participants to shop/patronize other Uptown organizations/businesses
  - c. Ability of the event to increase awareness and participation at the local and regional levels.
4. Metrics:
  - a. Please identify your metric (s) for tracking success or growth of your event, project/program (such as the number of patrons, revenue generated, advertising circulation, etc.)
  - b. Identify how you plan to track and report these metrics.
5. Describe how the funds requested from USJI will be used for the event, program or project.

