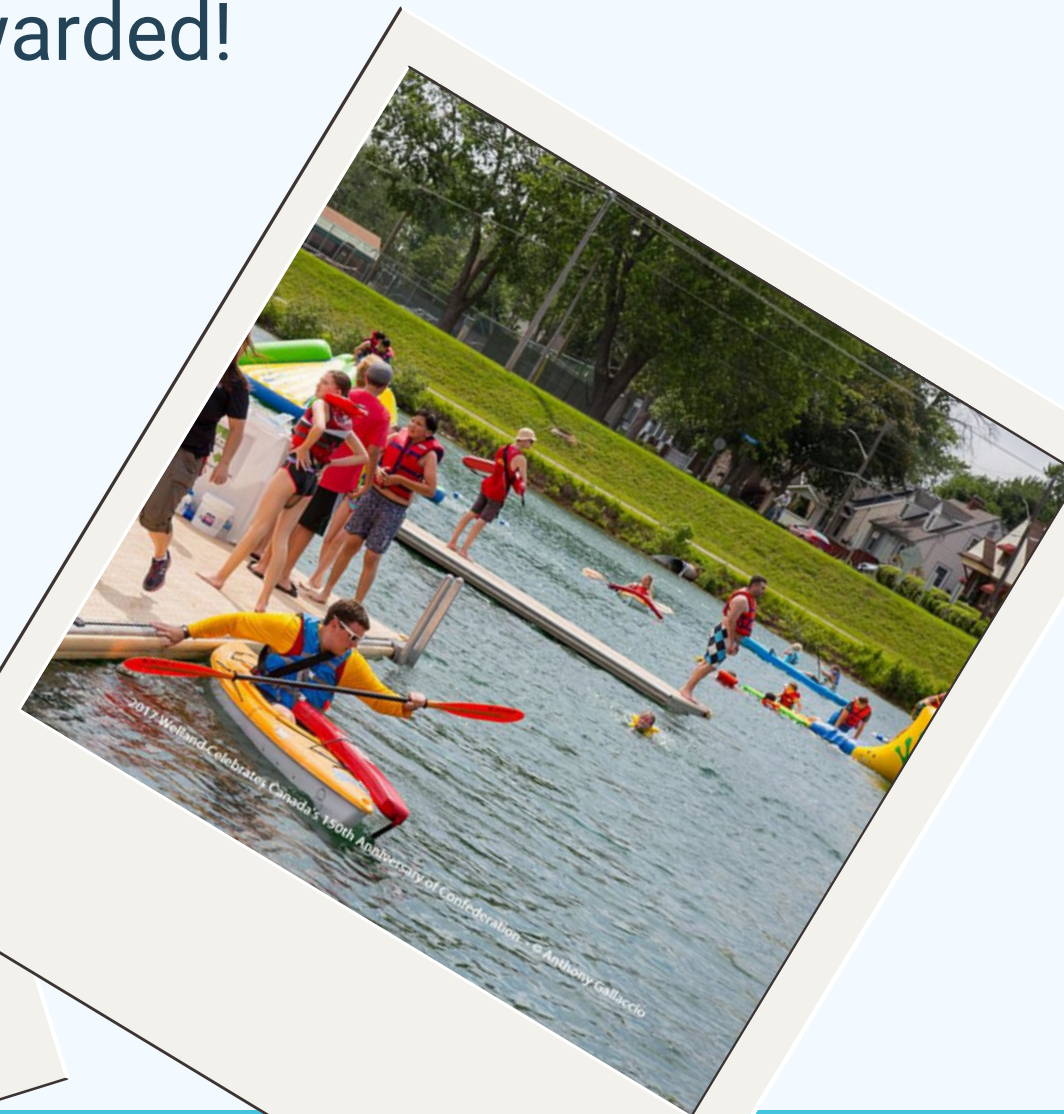
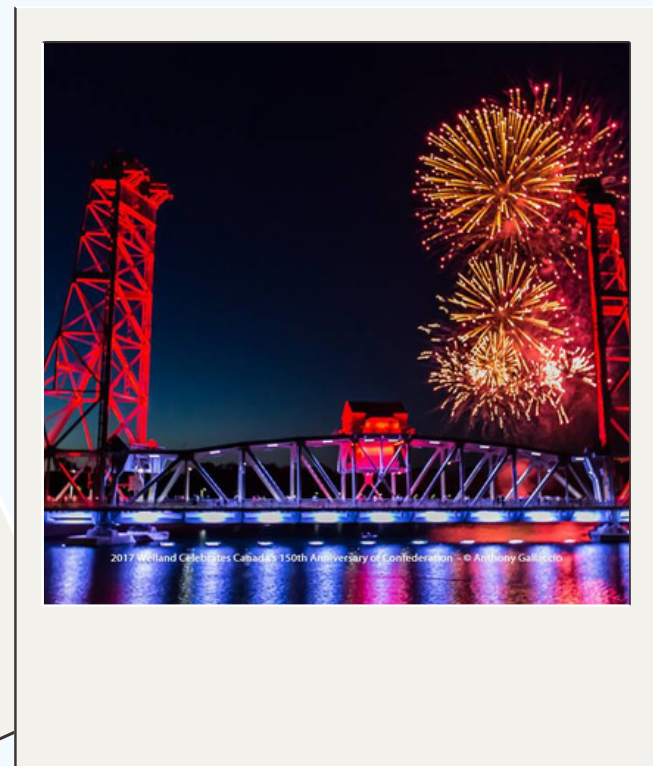
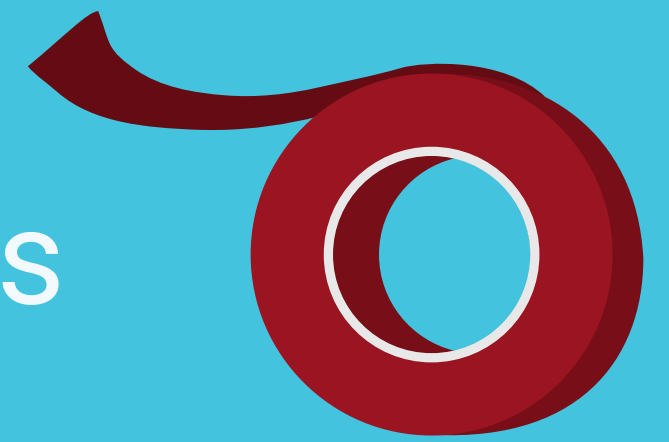


Upcoming 2019 Projects!

1. Canada Day 2019
2. Downtown Programming Part 2
3. Santa Claus Parade
4. SacksSnacks&SchoolSupplies
5. Downtown Canada Flag Project
6. Community Garden - \$25,000 from New Horizons Awarded!
7. Well-and-good Welcome Package



Cutting Through the Red Tape: Best Practices



1

ALTERNATIVE FUNDING

The WDBIA and City of Welland now have a comprehensive sponsorship package for events, with the WDBIA taking on more of the sponsorship and grant writing proposals. This allows for flexibility with negotiations, benefits, and the ability to reallocate monies into different events. This also includes initiating collection passes at Concerts Series!

The City reviews the sponsorship package and trusts the WDBIA, and is a letter of support for any projects.

WHERE IT STARTED?

2016 Canada Day SPONSORSHIP OPPORTUNITIES

We would love to color the town **red & white** with **U** in it (COLOUR — so Canadian). There is **no doubt about it** Downtown Welland is the place to be.

Eh!

Company Logo on the "Official" Canada Day Poster (displayed in over 300 businesses in Welland)

Company Logo on all advertising

Recognition at the Event (Table Signage)

Recognition by Ministry of Commerce

\$250 inclusive

Double Double

Company Logo on the "Official" Canada Day Poster (displayed in over 300 businesses in Welland)

Company Logo on all advertising

Recognition at the Event (Table Signage)

Recognition by Ministry of Commerce

Company profile on different Social Media Platforms (promotion starting in May-July 2, 2016)

Social Media mentions and pushes through several platform sites (May-July 2, 2016)

\$500 inclusive

Zed

Company Logo on the "Official" Canada Day Poster (displayed in over 300 businesses in Welland)

Company Logo on all advertising

Recognition at the Event (Table Signage)

Recognition by Ministry of Commerce

Company profile on different Social Media Platforms (promotion starting in May-July 2, 2016)

Social Media mentions and pushes through several platform sites

Analytic reports on your company's Social Media promo pushes

Company Logo alongside City of Welland Logo and Welland Downtown BIA Logo front and Centre of the Show mobile

Ability to hand out your companies promotional material

Ability to set up a company tent throughout the event to promote your business (tent must not exceed 10x10, promotional information and man power at your cost)

\$750 inclusive



HOW HAVE WE EVOLVED?



ANNUAL SPONSORSHIP PACKAGE



2019

WWW.DOWNTOWNWELLAND.CA

2019 EVENTS



CONCERTS ON THE CANAL

The Concert on the Canal Series features bands at The Merritt Park Amphitheatre 8 Friday evenings during the months of June to August, with free admission! Shows start at 7 p.m. with over a thousand people, some audience members choosing to watch the show from the canal on their canoes and kayaks! Help us share the love of music with the Niagara Region by sponsoring this family-friendly event!



GO GREEN ON BRIDGE 13

This special event will create the opportunity to celebrate the importance of outdoor, unstructured play by laying down sod and creating temporary parks on the prominent streets in downtown Welland – Niagara's famous Bridge 13! This all-day August 10th, 2019 event will include art and sidewalk murals, heritage-based activities revolving around the history of the canal and Bridge 13, food from local restaurants, outdoor reading games from our partners at the Welland Library, outdoor activities emphasizing cultural aspects of Canada and Niagara's indigenous peoples, and local music, with a family-themed movie under Bridge 13 lights to top-off the day



WELLAND CANADA DAY

With over 10,000 people expected, the Welland Canada Day 2019 festivities are the only night festivities/concert in the Niagara Region on Canada Day! From face painting, to arts and crafts, a traveling playground, vendors on King Street, and more; this year's Welland Canada Day will have something for everyone! Event-goers can even look forward to a concert at Merritt Park Amphitheatre, along with water play activities! For a family-friendly company, this is the event to sponsor!



WELLAND SANTA CLAUS PARADE

Join us and over 3,500 other children, adults, and seniors as we welcome the big man to town! Each November, Welland welcomes Santa to town with a parade, meet-and-greet, movie at City Hall, and children's activities! Our sponsors have an exclusive first-pass access to be part of the holiday magic!

PLATINUM \$7,000 +
Everything in Gold plus...

- Title/Presenting sponsor of Go Green on Bridge 13
 - Sponsor ad campaign on RADIO, YourTV, and all media relations, Newspaper, and Social Media: 1,000,000 impressions, worth \$750
 - Promotion (roll up, booth, etc.) at the all events hosted by the Welland Downtown BIA from May until October 2018
 - Announcement of partnership in social media and press release
 - Inclusion of logo on the all media screens during breaks – at all WDBIA events
- Availability: 1

GOLD \$5,000 - \$6,999
Everything in Silver plus...

- Sponsor of Go Green on Bridge 13
 - Logo to be displayed from May to August at Merritt Park on Floating Main Stage
 - Promotion (roll up, booth, etc.) at the City of Welland Canada Day, Go Green on Bridge 13, Santa Claus Parade and Concerts on the Canal
 - Inclusion of company name during breaks at Concerts on the Canal
 - Illumination of Bridge 13 in company colour's for one evening, barring any conflicts of previously booked dates
- Availability: 4

SILVER \$2,500 - \$4,999

- City of Welland Santa Claus Parade Sponsor
 - Concerts on the Canal Sponsor
 - City of Welland Canada Day Sponsor
 - Logo and website link on the Downtown Welland BIA website during event season
 - Logo on all social media pages during event season, including posts on the day of events
 - Company name and/or logo on all posters, celebration advertisements, and thank you advertisements stated above
- Availability: Unlimited

DOWNTOWN WELLAND EVENTS

HOW HAVE WE EVOLVED?

PRESENTING SPONSORSHIPS

Marketing and Promotional Benefits

- Sponsor's corporate name with "Presented by" appears with event name on all promotional materials.
- Recognition as Presenting Sponsor in Broadcasting Radio and television advertising (estimated value of \$2,000)
- Recognition as Presenting Sponsor on all printed posters, bracelets, and tickets.
- Recognition as Presenting Sponsor on the Welland Downtown BIA and City of Welland website: www.downtownwelland.ca and www.welland.ca
- Recognition as Presenting Sponsor in all electronic promotions of the event by Welland Downtown BIA and its event organizers, including supporter newsletters, email blasts, social channels (Twitter, SnapChat, Instagram, LinkedIn and Facebook) and all online advertising for the event.

Concerts on the Canal
\$3500

Canada Day
\$1500

Santa Claus Parade
\$1500

SPECIALITY SPONSORSHIPS

\$200 Santa Claus Parade Sponsor

- Logo displayed on screen at City Hall
- Logo displayed poster of Santa Claus Parade
- Logo and brand represented on the WDBIA and City of Welland website and social media as parade sponsor
- Reach = 16,000 WDBIA & 20,000 City of Welland
- Availability: 5

\$250 Media Sponsor

- Logo displayed on the WDBIA website for 6 months and weekly social media mentions for one event (Canada Day, Concerts on the Canal, Green on Bridge 13, Santa Claus Parade) during month of event(s) and on day of event(s).
- Reach = 16,000 WDBIA & 20,000 City of Welland
- Availability: Unlimited

\$500 Canada Day Water Sponsor

- Logo displayed on the side of the QuenchKart
- Logo and brand represented on the WDBIA website and social media for water sponsor at Canada Day.
- Reach = 16,000 WDBIA & 20,000 City of Welland
- Availability: 2

\$500 Concerts on the Canal Children's Inflatable Sponsor

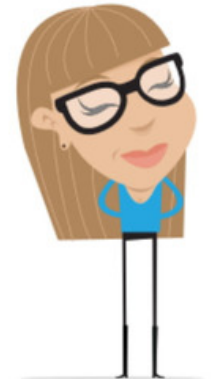
- Logo displayed on signage of children's area on June 6th children's matinee
- Logo displayed poster of Concerts on the Canal
- Logo and brand represented on the WDBIA website and social media as children's sponsor
- Reach = 16,000 WDBIA & 20,000 City of Welland
- Availability: 2

BE PART OF THE GREATNESS

WELLAND DOWNTOWN BIA

We would be happy to answer your questions and hear your suggestions! Get in touch with Amanda anytime:

Amanda MacDonald
Executive Director
195 East Main Street, Unit 4C
Welland, Ontario
L3B 3W7
Office: 289-820-SHOP (7467)
Cell: 289-251-9574
info@downtownwelland.ca
www.downtownwelland.ca

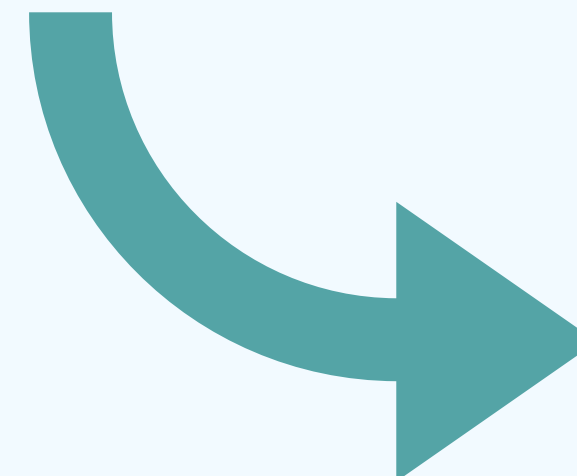


A special thank you to ©Anthony Gallaccio for the photos provided!



WHAT DOES A SHARED EVENTS BUDGET LOOK LIKE?

Revenue Source 2015	Amount	Revenue Source 2016	Amount
City of Welland	\$8000	City of Welland	\$8300
		Mayor's Youth Advisory Council	\$2500
		Welland Downtown BIA	\$3500
		Welland Businesses (Sponsors)	\$6250
		Food Truck Vendors	\$600
		Canadian Heritage Grant	\$1500
TOTAL REVENUES	\$8000	TOTAL REVENUES	\$22650



CANADA DAY

2018 Event Budget

Revenues		Expenses	
City of Welland		Entertainment	
Projects Budget	\$15,000.00	Concert/Opening Band	\$10,404.00
		Sound	included in above
		Vox Violin	\$300.00
		Katy Perry Tribute	\$1,500.00
		Fireworks	\$10,000.00
Heritage Canada Grant	\$5,000.00	Smudge Fundaes	\$600.00
		National Anthemn	\$100.00
		Jessica Wilson Band	\$500.00
		Jesse Stull	\$250.00
		Emcee/Radio Ads	\$1,695.00
Welland Downtown BIA		Family & Kids Activities	
Food Trucks	\$2,000.00	Inflatables	\$3,077.95
Event Sponsors	\$8,740.66	Face Painting	\$300.00
		Pop-Up in the Park	Existing Contract
		Cake	\$250.00
		Canoe/Kayak Program	Existing Contract
		Wibit on the Water	Existing Contract
		Dan Dive Shop Wibits	\$169.50
		Dan Dive Shop Wibits	\$56.60
		Craft Supplies/Cake Plates	\$107.46
		Rock Wall Deposit 2019	\$750.00
		Event Décor and Hospitality	
		Hospitality drink/snacks (includes raffle cushions)	\$115.66
		Hospitality fruit/veg ect.	\$112.37
		Raffle Muskoka Chairs	\$112.98
		Ice for Coolers	\$38.78
		Ice for Water	\$30.00
		Pizza	\$76.00
		Downtown Flags	\$118.65
		Water Jugs	\$55.00
		Sponsor Promotions	TBD
		Marketing	
		Posters	Trade Agreement
		Social Media	City Promotions
		Radio	Trade Agreement
		Miscellaneous	
		Bathrooms	Existing Contract
		Security	Existing Contract
		First Aid	Existing Contract
TOTAL REVENUES	\$30,740.00	TOTAL EXPENSES	\$30,607.58

Cutting Through the Red Tape: Best Practices



UNIVERSITY/COLLEGE/HIGH-SCHOOL PARTNERSHIPS

2

The WDBIA applies for the Canada Summer Jobs Grant through the Federal Government and receives co-operative students from Brock University each year; these students work on City of Welland and WDBIA events and projects. When the Executive Director of the WDBIA is away, students report and assist Community Development Coordinator.

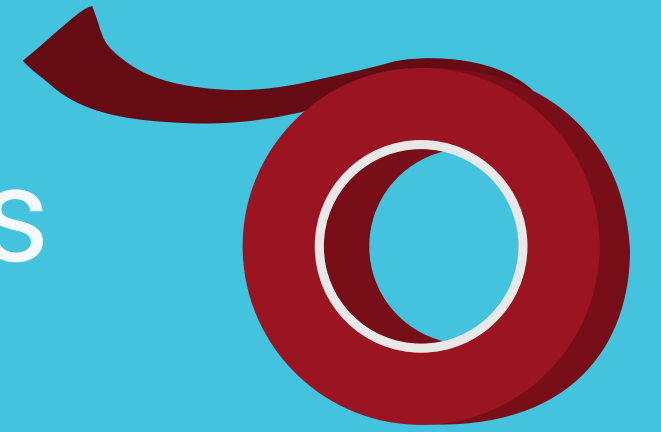
Also, the WDBIA and City of Welland have a history of working with the Launch Centre, a program through the Niagara Catholic School Board which has youth building components to events - docks for international competition, downtown benches, and in 2019, a community garden with seniors and downtown flags!



Niagara College
Conversation Cafe



Cutting Through the Red Tape: Best Practices



MARKETING AND PROMOTION

Whatever the City of Welland is sharing, the WDBIA shares, and vice versa! From live video at events, to co-hosting events on social media, the WDBIA and City of Welland work together to promote and market downtown!

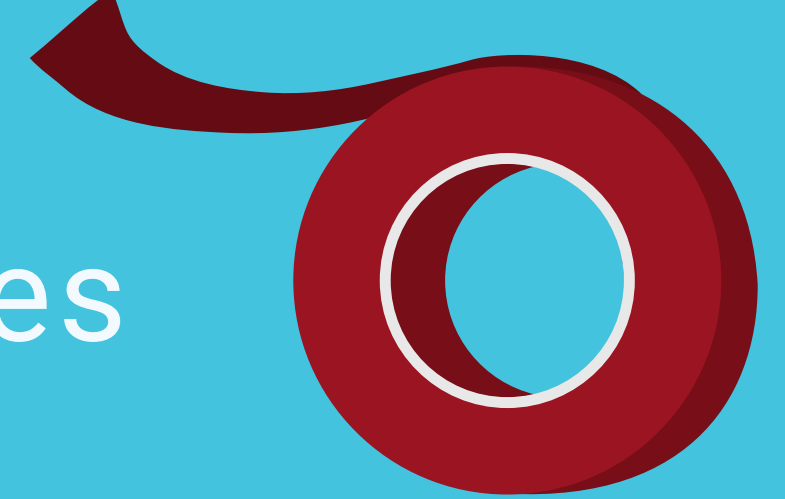
3

Sometimes it's the WDBIA summer/fall/winter students creating content, or other times it's the City utilizing their communications and/or digital design department to create posters or promotional material. Often this requires the WDBIA to work with not just the Community Development Coordinator, but also the Multi-Media Designer or the Communications and Marketing Coordinator on promoting our sponsors, press releases, social media events, hashtags, and everything else marketing and promotion!



2019 Canada Day Promo Video

Cutting Through the Red Tape: Best Practices



EXTRA TIPS AND TRICKS

By partnering together, a BIA can do the following the City cannot:

1. Ability to recruit volunteers on social media via google-forms and other multi-digital platforms
2. Hire bands, AV companies, and large vendors without an RFQ/RFP process
3. Access to grants and opportunities as a not-for-profit
4. Start projects faster without requiring a Council pre-approved budget line, as long as it fits within one of our mandates
5. Ability to work with food vendors, creating packages and allowing for quicker relationship building - this includes tapping into resources from non-partnership events, such as our Feast Street Niagara (food festival)

4

By partnering together, the City can do the following the BIA cannot:

1. Can provide brand recognition and prestigiousness to sponsorship opportunities
2. Provide City Council and Departmental support for projects
3. Assist with financial, institutional, and resource support for large-scale projects
4. Ability to apply for municipality geared funding through foundations, federal and provincial government, and can request amounts through Council
5. Able to provide connections to other community groups with already established collaborations outside of BIA catchment

Celebrating Success

ATTENDANCE FROM BUSINESS COMMUNITY

Downtown businesses are utilized in almost everything we do - from designing our cakes for Canada Day, to food vendors and sponsorship! The first thing the WDBIA asks the City is "how can we involve our members".

GENERATING AWARENESS OF DOWNTOWN AND MEMBERS

For the WDBIA, members are at the heart of everything they do! And, the WDBIA engages members as often as possible and is inclusive as can be! This includes having members on committees!

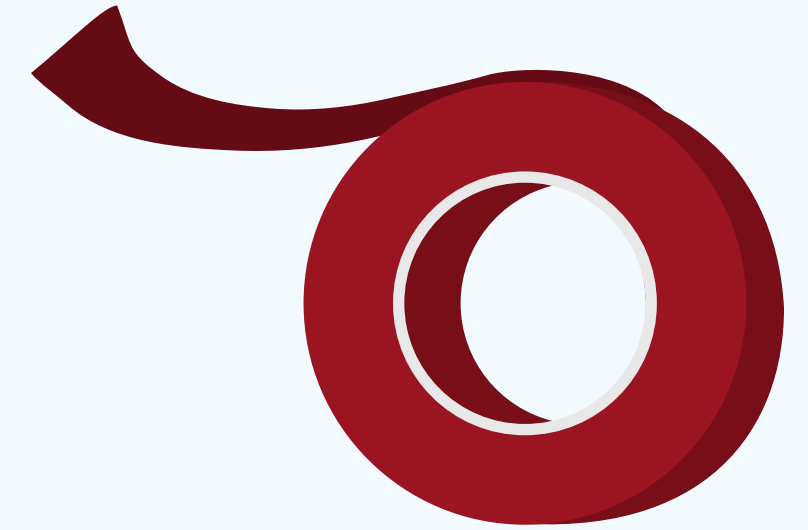
HIGHLIGHTING WELLAND TO A GROWING TOURISM MARKET

Welland is home to a Recreational Canal and an international venue. Downtown has a variety of assets and has grown from just over 100 businesses in 2015 to 326 in 2018!



MANAGING EXPECTATIONS

HOW TO ENSURE SUCCESS



Creating awareness of the relationship and partnership
*Selling everyone on the ROI of working with a BIA, and the benefits to Recreation and Culture!

Constant communication and regular meetings!
*Delegation is key

Clarifying roles and responsibilities, while ensuring a transition plan is in place (thank you Sarah and Stephanie!)

Ensuring buy-in and stakeholder engagement from City Council, Board of Management, and other partners

LOOKING TOWARDS THE FUTURE

1. MORE DOWNTOWN BUSINESS PROGRAMMING
2. 2020 COMMUNITY REPORT CARD INVOLVEMENT
3. ACTIVE TRANSPORTATION COMMITTEE & MORE OVERALL INVOLVEMENT ON CITY COMMITTEES
4. RECREATION INVOLVEMENT IN BIA WORLD 2020
5. INCREASING COMMUNITY AND ORGANIZATION PARTNERSHIPS
(EXAMPLE: LIBRARY AND MUSEUM)
6. CONTINUED COLLABORATION ON EVENTS AND PROJECTS!
7. COMMUNITY GARDEN AND PARKETTE IN DOWNTOWN 2019/2020

ANY QUESTIONS



Thank you and check us out on Social Media



FACEBOOK

@downtownwelland
@cityofwelland
@Concertsonthecanal
@Feaststreetniagara
@Wellandsuppermarkets
@WellandBridge13



TWITTER

@downtownwelland
@CityofWelland
@concertsoncanal
@Feaststniagara
@wellandsuppermarkets
@WellandBridge13



INSTAGRAM

@downtownwelland
@CityofWelland
@concertsonthecanal_
@feastst
@welland_supper_market
@WellandBridge13

#DTWelland



FEEL FREE TO GET IN TOUCH WITH US!

Amanda MacDonald
Welland Downtown BIA
info@downtownwelland.ca
289.820.7467
www.downtownwelland.ca

LinkedIn
@AmandaNicolMacDonald

Krista Bowie
City of Welland
krista.bowie@welland.ca
905-735-1700 ext. 4012
www.welland.ca

LinkedIn
@KristaBowie