



## SPONSORSHIPS / DONATIONS GUIDELINES

### Overview

As the Waterfront District BIA is a self-funded business improvement area, the members and community look to us to give back. The Board of Management establishes funds annually for donating BIA Bucks and occasionally cash donations to our members' projects or events as well as community events that fit our criteria. Ongoing projects that happen more than once in one fiscal year will be considered on a case-by-case basis.

### Criteria

Given the Waterfront District's priority is to our membership, we recognize that we have a vested interest in supporting the community in which we serve. Preference is given to the members of the WD BIA on a first-come, first-serve basis, and requests are subject to the approval by the Board of Management.

To be considered, projects and events must relate to our priorities of promoting the Waterfront District BIA as a tourism destination:

1. to promote the WD BIA as the place to be / experience – to shop, eat, play, work and to do business
2. to attract more residents and visitors to our District
3. to join with other local community groups through partnerships to promote our District
4. to potentially increase and retain customer spending within the District

The project or event must:

- take place within the Waterfront District BIA geographical area or neighboring district
- be created to benefit the people who live in Thunder Bay
- have a clear purpose and a defined need in one of our priority areas
- provide useful visibility for the Waterfront District BIA by enhancing our public relations reputation and/or provide an opportunity for us to reach our target audience (residents and visitors) with the WD BIA experience - shop, eat, play messaging.

### Support

Financial support is limited to local groups who can have a cheque made out to the group or event name. We do not donate to individuals or those projects that specifically promote the ideology of any one religion or political party.

**Donations** (cash) - Donations are only given where an authorized charitable tax receipt will be provided.

**Sponsorships (cash)** - Sponsorships are considered where no tax receipt is available. An invoice must be supplied before a cheque is issued for sponsorships. Requests for national or provincial causes or events need to prove **local** representation and benefit. Sponsoring advertising is also included.

**BIA Bucks Sponsorships** – BIA Bucks are our preferred method of sponsorship to promote the WD BIA as the place to shop, eat, play – and to do business.

**BIA Bucks Policy:**

Spend the BIA coupon as cash in participating businesses in the Waterfront District. Participating businesses reserve the right to limit use when in conjunction with another offer. Purchases exclude tobacco products, lottery tickets or gambling. Please check coupon expiry date. No change will be given.

The BIA Bucks coupons (and BIA Gift Certificates) are administered by the Waterfront District BIA. Both the BIA Bucks Coupons and the BIA Gift Certificates are valid and redeemable for goods and services at participating merchants for stated value. Merchant participation and product availability are subject to change at any time. *Please inquire prior to your purchase with the merchant that you hope to spend BIA Bucks or BIA Gift Certificates.*

Exclusions: BIA Bucks coupons and BIA Gift Certificates cannot be:

- redeemed for cash or be used to purchase other gift certificates
- used for tobacco products, gambling including the purchase of lottery tickets
- replaced if lost or stolen

**To Apply**

If you would like to request funding from the WD BIA, please complete the sponsorship/donation form and mail it along with any supporting documents to: The Waterfront District BIA, 195 Park Avenue, Thunder Bay, ON P7B 1B9 or send to us by email [thewaterfrontdistrict@tbaytel.net](mailto:thewaterfrontdistrict@tbaytel.net).

Please note all requests for sponsorship/donations are reviewed on a monthly basis. Requests must be received by the 21<sup>st</sup> of the month (ie. May) to be considered for review at the next Board of Management Meeting (ie. June Board meeting). Please be sure to indicate how your request fulfills our criteria.

Following a vote by the Board of the Management, the BIA Coordinator will contact you with the final decision.