



## 2017 Events and Festivals Sponsorship Program

DMCI is committed to supporting and promoting downtown community-based events and festivals that add to the vitality of the downtown all the while creating an economic impact for its stakeholders. All applications are assessed on their economic impact, length, attendance & originality.

To best serve the membership, DMCI may help sponsor the following Downtown events:

- Events and festivals that take place within the boundaries of the BIA (Business Improvement Area)\*
- Events and festivals that provide visibility to the Downtown Area and that add vitality to the Downtown Community.
- Events and festivals that promote the downtown merchants and businesses.
- Events and festivals that are economic generators for the BIA stakeholders.
- The downtown portion tied to major events that take place outside the BIA, i.e. the CFL, FIFA and Canadian Track and Field Championships. These events add vitality to the Downtown all the while attracting people and visitors to its hotels, retailers and restaurants.

Funding priority will be given to nonprofit and not for profit organizations and all considerations will be awarded within the DMCI Events & Festivals budget. DMCI will consider services provided by its staff as in-kind contributions (this would include but is not limited to: installation of banners, promotion in our weekly newsletter, web site, social media, etc.).

Funding requests for all fundraising activities **will be limited to in-kind contributions only** (this would include but is not limited to: installation of banners, promotion in our weekly newsletter, web site, social media, etc.).

All requests must be accompanied by a completed “Event Funding Request” form attached. This form can also be found on the DMCI website or by contacting [dmci@downtownmoncton.com](mailto:dmci@downtownmoncton.com). Please return to DMCI via fax (857-2908), e-mail or in person no later than **March 3, 2017** and at least **30 days before the event to allow for processing and approval by DMCI.**

**\*Moncton's BIA boundaries are as follows:**

East of Vaughan Harvey; south of Park Street (Vaughan Harvey to High Street); south of Dufferin (High to Archibald); south of Austin (Robinson to Church) ; east of the railway line, north to Mountain Road, west of Botsford Street; north of St. George (adjacent non residential properties) to west of King Street; south of Harper Lane; west of Hall's Creek to the Petitcodiac River.