

# Cultural Celebrations & Project Sponsorship 2024

## APPLICATION

Under this category, sponsorships will be provided to eligible groups to support the organizations' event marketing to provide audiences with an original artistic experience as part of a larger event.

### Costs funded in this category may include any of the following:

- Honorariums paid to cultural professionals who may not otherwise meet eligibility criteria of National standard marketing fees and who are engaged to market the celebration.
- Supplies, materials and services necessary for marketing the performance.

### Funding Levels:

- Registered not-for-profit organizations are eligible to apply for up to \$10,000 not to exceed 50% of eligible costs.
- Non-registered not-for-profit organizations are eligible to apply for up to \$5,000 not to exceed 50% of eligible costs.

### Cultural Celebrations Sponsorships Eligibility Criteria

To be eligible under this category, the applicant must be:

- 1) A not-for-profit organization (registered or non-registered).
- 2) Based in Surrey. Non-resident organizations may be considered for projects that occur within the Surrey's municipal boundaries and directly benefit Surrey residents, with priority given to projects that employ and utilize a majority -based artists for the project, where there is no comparable organization based in Surrey, and where the project does not duplicate another that can be provided by another organization already offered in Surrey.
- 3) Requesting a sponsorship to support hiring a marketer or marketing group to provide a cultural celebration experience.
- 4) Able to demonstrate how the proposed cultural celebration is accessible to the public and how the presentation of the artistic component benefits visitors' residents. Organizations are strongly encouraged to promote their Cultural Sponsorship funded event(s) via the SHMA events calendar. More information can be found here:

[www.surrey.ca/news-events/events/promote-an-event](http://www.surrey.ca/news-events/events/promote-an-event)

## SHMA CULTURAL SPONSORSHIP PROGRAM GUIDELINES

The Cultural Sponsorships Program is intended to support marketing a wide range of arts and cultural activity in Surrey including artistic practices (music, dance, theatre, literary, visual, media, inter-disciplinary, community-based and Indigenous arts); and cultural celebrations and events that reflect Surrey's diverse heritage and community.

### The vision of the Cultural Sponsorship Program (the "Program") is to support and enhance Surrey's arts and cultural sector through:

- Building organizational marketing capability and sustainability in each of existing and new local cultural organizations;
- Investing in community-based cultural activities that promote awareness, access, participation and appreciation of arts and heritage; and
- Encouraging collaborative opportunities and partnerships.

### General guidelines for the Program include:

- Sponsorships will be awarded annually for the marketing of Cultural Celebrations, Projects or Operating Support;
- Sponsorships will be awarded based on the number of eligible applicants and available funding in each year;
- Up to twenty percent (20%) of available sponsorship funding for the Program may be retained by the SHMA as a contingency for extemporaneous sponsorships and as a contingency; and
- SHMA cultural investment strategies as contained in SHMA strategic marketing and planning documents will be considered in awarding sponsorships.
- Each successful organization is eligible to receive one sponsorship (Cultural Celebrations, Project or Operating) from the Cultural Sponsorships Program per year.

### The following will not be funded through the Program:

- Educational institutions.
- Student projects.
- Individuals.
- Religious, political, business groups and for-profit organizations.
- Activities prior to January 1st of the sponsorship year in which the organization has applied.
- Fundraisers and banquets.
- Travel.
- Deficit reduction.
- Capital projects (equipment, new buildings, facility upgrades).
- Ongoing core operations for Cultural Celebrations and Project sponsorship recipients.
- Projects that, in the opinion of the SHMA, may be contrary to the public interest to approve for financial marketing assistance.
- Activities that principally take place outside the community.

## Sponsorship Payments

Where a sponsorship is awarded, sponsorship funding will be forwarded to the applicant once the board of directors of SHMA has approved the sponsorship.

For sponsorships of \$5,000 or less, 100% of the full sponsorship amount will be forwarded to the applicant upon sponsorship approval pending receipt and approval of any outstanding sponsorship requirements from previous years.

For sponsorships of \$5,001 or greater, 80% of the sponsorship amount will be forwarded to the applicant pending receipt and approval of any outstanding sponsorship requirements from previous years. The remaining 20% will be forwarded to the applicant upon receipt by the SHMA of a final report from the applicant that demonstrates that the initiative for which the sponsorship was awarded has been fully and properly completed.

The preparation and submission of a final report related to each sponsorship is a pre-requisite for the applicant to be eligible to apply for any future sponsorships under the Program. Failure to submit final reports may render the applicant ineligible to apply for additional sponsorship support from the SHMA. Permissible exceptions will be for those organizations that have Fall/ Winter events which occur after the sponsorship submission deadline, and that will require time upon the completion of the event(s) to submit final reports in a timely manner to be mutually agreed upon between the applicant and the SHMA.

Every organization that receives a sponsorship under the Program is expected to acknowledge the SHMA's support using the following phrase: "Funded in part with the support of a SHMA Cultural Sponsorship"

Changes to the scope and scale of proposed projects must be reported to SHMA prior to project being carried out to ensure it meets the Cultural Sponsorships terms and guidelines. Email [Info@surreyhotelsassociation.com](mailto:Info@surreyhotelsassociation.com) for more information.

Organizations may be required to give progress reports to demonstrate that the sponsorship is being used for the purpose for which it was awarded.

**\*New for 2023** organizations will be required to provide the following documentation as part of their final report- include 3+ high resolution (.jpeg or .png file types) photos with the signed photo release waiver with your final report package. Photos must be included as attachments, or sent via Dropbox to [info@surreyhotelsassociation.com](mailto:info@surreyhotelsassociation.com)

Also include any programs, media coverage, and video links (via YouTube, or from your organization's website or Social Media pages) from your event(s).

Sponsorship recipients must keep all invoices and receipts for goods and services utilized in the delivery of their program for a period of 5 years. From time to time, the SHMA may conduct an audit or other process to verify sponsorship recipients' expenditures and revenues match the project budgets and deliverables as outlined in the application form on which basis the sponsorship was awarded.



CULTURAL & PROJECT SPONSORSHIPS APPLICATION

# 2024 Cultural Celebration Sponsorship

**NEW!** Applications must be received by 11:59 pm on May 20, 2024.

Please complete and email this form with all attachments in one PDF to [info@surreyhotelsassociation.com](mailto:info@surreyhotelsassociation.com)

To review application guidelines, visit [www.surrey.ca/culturalsponsorships](http://www.surrey.ca/culturalsponsorships)

## ORGANIZATIONAL INFORMATION

**Organization Name**

*Cheques will be payable to this organization name – Organization's legal name:*

**Mailing Address**

*Cheques will be mailed to:*

**Primary Contact Name**

**Title**

**Phone**

**Email**

**Secondary Contact Name**

**Title**

**Phone**

**Email**

**BC Society Registration Number**

**Date of Incorporation**

**Registered Charity Number**  
*(if applicable)*

**Website**

**Organization Email**  
*(if applicable)*

**Social Media (specify)**

I would like to be added to the Cultural Sponsorships Newsletter.

*This newsletter is sent out 4-6 times per year and is the main way of communicating Cultural Sponsorships news, updates, and upcoming events/opportunities.*

## STATEMENT OF PURPOSE

Please describe your organization's mandate, mission, and core values. *(300 words maximum)*

Please provide a brief synopsis of your organization's history in Surrey and tell us about the community you serve. *(300 words maximum)*

If hiring Artists for your Project/ Cultural Celebration, what is their connection to Surrey?

Does your organization pay national standard marketing fees to eligible artists? *(ex. CARFAC)*

Yes  No

## STAFF

Number of paid full-time staff: \_\_\_\_\_

Number of paid part-time staff: \_\_\_\_\_

Number of volunteers: \_\_\_\_\_



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## HOTEL INFORMATION

Total Estimated Hotel Nights for the Event: \_\_\_\_\_

*Note:* The number of nights is equal to number of nights spent by event participants at all Surrey venues. i.e. 3 participants staying 2 nights count as 6 hotel nights

Please list all hotels and the number of rooms that participants booked into for this event, if applicable:

**Name of Hotel(s):**

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**Event Description:**

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## ROI INFORMATION

ROI	2023	2024	2025
Season			
High			
Shoulder			
Low			
Expected Room Nights			
Peak Room Nights			
Shoulder Room Nights			
Total Room Nights			
Anticipated ADR			
Expected Hotel Spend			
Expected Restaurant spend			
Total Spend			
Requested Funding			
ROI			

## PROJECT INFORMATION

Project Title: \_\_\_\_\_

Short description of the initiative. Please summarize your project in 50 words or less.

Event Date(s): \_\_\_\_\_

Venue/Location: \_\_\_\_\_ Is your venue booked? Yes  No

Is this a free or ticketed event? If ticketed, please provide ticket pricing details

## DETAILED PROJECT DESCRIPTION

Describe the initiative for which this marketing sponsorship is requested. *(500-word maximum)*

Provide a summarized project timeline or work plan for your project or event.



**How does this your initiative relate to your organization’s past activities?  
Will this be an expanded service or new service? (50-word maximum)**

**Outline the plans or policies in place related to current public health restrictions or directives. Include any strategies considered should those protocols change. (200 words maximum)**

**Outline the plans or policies in place related to future years events. Include any marketing strategies & budget to be considered. (200 words maximum)**

## COMMUNITY IMPACT

Investing in the arts strengthens the cultural sector that contributes to a vibrant SHMA and a healthy, inclusive, tolerant, and diverse community.

The objective of SHMA:

1. Grow the capacity of local artists and arts organizations.
2. Support and showcase art and performance.
3. To assist in the growth of the celebration to draw visitors to the community.

Cultural Sponsorships funding aims to assist organizations that contribute to the SHMA's strategic priorities.

**Identify the area(s) where your project will benefit the residents.**

- Growing the capacity of local artists and art organizations
- Supporting and showcase art and performance
- Assisting in growth of visitors in the commentary of Surrey

**Describe how your initiative will achieve the impact(s) identified above?** *(300 words maximum)*

## Equity and Access

Please describe the efforts you'll take to ensure your initiative is accessible to traditionally underserved artists and audiences, including but not limited to Indigenous peoples, people of color, immigrants and refugees, low-income people, deaf and hard-of-hearing people and people with disabilities, LGBTQ+ people, youth, and seniors. *(300 words maximum)*

**How will the impact in the community be measured?**

(e.g., Attendance, visitors, number of paid employees, ticket sales, training opportunities provided specifically to underserved populations, the local businesses your organization contracts with, and/ or the marketing partnerships created.) (300 words maximum)

**In future sponsorship year(s), would you be interested in mentorship opportunities?**

MENTOR       MENTEE

**MARKETING, PROMOTION AND COMMUNICATIONS**

How do you plan to reach your intended audience/community? Check all that apply:

- Social Media
- Website
- E-Newsletters
- Direct Mail
- Print
- Other (specify) \_\_\_\_\_

**Provide a brief overview of your marketing/promotions plan.** (300 words maximum)

## Projected Participation

Please indicate the expected number of:

Visitors	
Audience members/participants	
Online participants/viewers (optional)	
Professional artists involved**	

\*\*The Canada Council for the Arts defines a professional marketing as one who has specialized training in the artistic field (not necessarily in academic institutions), is recognized as a professional by his or her peers (artists working in the same artistic tradition), is committed to devoting more time to artistic activity, if possible, financially, and has a history of public presentation or publication. Artists who meet this description are considered professional whether or not they receive financial remuneration from your organization.

## Volunteers

What roles are volunteers playing in the initiative?

List volunteer positions

Projected number of volunteer hours (combined total) \_\_\_\_\_

## FINANCIAL AND BUDGET INFORMATION

Total Project Budget \$ \_\_\_\_\_

Cultural Sponsorship Amount Requested \$ \_\_\_\_\_

**Request Levels:** *(note the following criteria)*

### Cultural Celebration Sponsorships

- Registered not-for-profit organizations are eligible to apply for up to \$10,000 not to exceed 50% of eligible costs.
- Non-registered not-for-profit organizations are eligible to apply for up to \$5,000 not to exceed 50% of eligible costs.

### Project Sponsorships

- The sponsorship award may contribute up to fifty percent (50%) of the project budget on a matching basis.
- Matching funds can be a combination of cash and in-kind contributions, with in-kind volunteer hours limited to thirty percent (30%) of the overall project budget.
- Organizations can apply for up to \$10,000 annually for upcoming projects.

**If your initiative is not awarded the full amount requested from the Cultural Sponsorships program, how will it impact your project? What modifications will be made to the project scope?**

Please see Sport multiple year fund provided by SHMA Available Online at: [SHMA Sport copy](#)

## FINANCIAL STATEMENTS

Financial statements must include:

- Balance sheet, income statement, and notes
- An itemized list of sponsorships identified by funder (either confirmed or pending), included in the budget sheet
- A breakdown of operating net assets, with unrestricted net and capital assets
- Signatures of the preparer and two (2) board members indicating board approval

Financial statements can be internally or externally produced.

Applications that do not include full financial statements will not be considered complete.

## APPLICATION SUBMISSION GUIDELINES

Applications must be received by **11:59 pm on May 20, 2024**.

- Please complete and email this form with all attachments in one PDF (preferred) to [info@surreyhotelsassociation.com](mailto:info@surreyhotelsassociation.com)  
The following email attachment file formats are acceptable: PDF (preferred), Word, Excel, PowerPoint. Images in JPG, PNG, or GIF. Hyperlinks to video is preferred. Photographed or scanned applications are not acceptable.
- Submissions should be contained within a single email with the Subject Line: **2024 Sponsorship Application**  
<Organization Name>

## APPLICATION CHECK LIST

***Please ensure your application is complete.***

We will not contact applicants to address errors or request missing application requirements.

**The following information must be included with your application. Please check  the boxes below.**

- |   |  |
|---|--|
| <input type="checkbox"/> Completed application form                                       | <input type="checkbox"/> Financial statements from most recent fiscal year           |
| <input type="checkbox"/> Names, address, and Board positions of Board members             | <input type="checkbox"/> Optional: letters of support (up to 3)                      |
| <input type="checkbox"/> Completed budget using the Cultural Sponsorships Budget Template | <input type="checkbox"/> Optional: other relevant support documents (3-page maximum) |

## CONFIDENTIALITY OF INFORMATION

The information on this application is collected in accordance with Section 26(c) and (e) of the Freedom of Information and Protection of Privacy Act and will be used for the following purposes: determining suitability for and awarding of funding, tracking and distributing funding, program development and evaluation, and communication and outreach. Information collected through the application process will be disclosed to assessors in order to adjudicate this application. In addition, the applicant's name, location, funded activity and award amount may be made publicly available, by way of the Internet, should funding be awarded. For questions regarding the collection of personal information, please contact the Manager of Marketing and Communications | [info@surreyhotelsassociation.com](mailto:info@surreyhotelsassociation.com)

## TO BE CERTIFIED BY TWO SIGNING OFFICERS

We the undersigned understand and agree to the terms and conditions stated above. We certify that to the best of our knowledge, the information provided in this sponsorship application is accurate and complete and is endorsed by the organization we represent. If our organization receives a sponsorship from the SHMA, we agree to the following:

1. If the sponsorship funds are not used for marketing purposes as described in the application, or if there are any misrepresentations in the application, the full amount of the funding will be repaid forthwith.
2. Sponsorship recipients must acknowledge the support of the SHMA on all promotional materials related to this funding. Please email [info@surreyhotelsassociation.com](mailto:info@surreyhotelsassociation.com) for more information.
3. If there are any changes in the proposed season of activities from those described in the application, the organization will immediately notify SHMA staff.
4. The organization will keep proper books of account for all receipts and expenditures relating to their operations and will make these books available for inspection by the SHMA or its auditors upon request
5. The organization will submit their event via the SHMA events page, so it can be marketed SHMA wide.
6. The activities may not be represented as SHMA projects or programs, and the organization does not have authority to hold itself out as an agency of the SHMA in any way, except that the SHMA has granted financial assistance to the organization.
7. Upon completion of the approved activities, the organization agrees to submit a Final Report to SHMA staff within thirty (30) days following the completion of the initiative as per the proposed or amended dates approved by SHMA staff. Final report forms can be requested by emailing: [Info@surreyhotelsassociation.com](mailto:Info@surreyhotelsassociation.com)

Signature

Title

Date

Signature

Title

Date

Thank you for submitting this Application Form. Thank you for submitting this Application Form. If you have any questions, or need support as you complete this form, please contact us at [info@surreyhotelsassociation.com](mailto:info@surreyhotelsassociation.com).