

INTRODUCTION

The Quinpool Road Mainstreet District Association (QRMDA) is now offering a limited number of sponsorships through a NEW Event Funding Program. This program has been designed to assist our members to try creative, community-building events with less financial risk. Events that will strengthen Quinpool Road's reputation as a welcoming, vibrant neighbourhood and encourage community connections to Quinpool Road.

ELIGIBLE EVENTS

Events that are eligible for funding through this program are events/activities that are outside your normal day-to-day operations. Eligible events, could include, but not limited to:

- Free or low-cost community workshops (DIY, wellness, art, demos)
- Family-friendly events (kids' craft hours, movie nights, story time)
- Pop-ups or sidewalk activations
- Cultural or seasonal celebrations
- Special Anniversaries
- Collaborations between two or more Quinpool businesses
- Neighbourhood-wide or themed events (Spring Kick-Off, Back-to-School, Open City, Big Reveal Day, etc.)

AVAILABLE SPONSORSHIP/GRANT AMOUNTS

Neighbourhood Builder

- Up to \$150 in support
- For small, one-off activities or,
- Participation in events such as Open City or the Big Reveal Day
- Promotion on QRMDA social media channels

Community Connection

- Up to \$300 in support
- Medium-scale or recurring events
- Promotion on QRMDA social media channels + photos shared

TIMING & APPLICATION REVIEW

The budget for the Event Sponsorship Program is limited, and the intent of the program is to support specific components of an event (e.g., marketing, equipment rental, etc.) rather than funding the entire event. Not all applicants will be successful, and even those who are will not necessarily receive the full amount of funds requested.

Applications will be accepted on a continual basis, no deadline dates. However, to process your request, we ask that your application be received at least 30 days prior to your event.

Applications will be reviewed and evaluated by members of the QRMDA's Marketing Committee that is comprised of QRMDA staff and members, as well as at least one member of QRMDA's Board of Directors. The Team will evaluate all sponsorship applications including but not limited to the following guidelines:

- Member Impact – how the event will benefit QRMDA Members
- Sponsorship Impact - how QRMDA's sponsorship will positively impact the event
- Brand and Location Exposure - how their event will provide positive exposure for QRMDA's brand and Quinpool Road
- Inclusion, Diversity, Equity & Accessibility
- Sustainability - how environmentally sustainable practices will be incorporated into the event

WHAT THE QRMDA EVENT FUNDING PROGRAM PROVIDES:

- Event Funding for Event Sponsorships
- Marketing & promotion (social media, newsletter, event listings)
- Help with permits & event resources
- Equipment access (limited but available)

ELIGIBILITY

Please consider the eligibility requirements before applying for sponsorship:

- The event(s) must take place in QRMDA's catchment area for an application to be considered.
- QRMDA members organizing events outside of the QRMDA catchment area are not eligible for funding.
- QRMDA does not fund political or religious events or rallies; professional and/or B2B conventions, conferences, workshops or meetings; or charities or charitable events that are exclusively fundraising efforts.
- QRMDA does not sponsor events or initiatives that are virtual or online only.

ELIGIBLE Events must be:

- Open and accessible to the public
- Held on or directly benefiting Quinpool Road
- Quinpool acknowledged as a supporter
- Willingness to collaborate or cross-promote

TO APPLY

- To apply for the Event Funding, please complete the [Event Funding Application](#)
- Businesses can apply for funding multiple times throughout the year, however there is no guarantee that funding will be granted for each application.
- A separate application must be completed for each event you are applying for.
- Once funding is approved, a funding agreement will be forwarded, in which applicants will be required to sign and send back to the QRMDA within two weeks of their event.
- Funds will be issued once the receipts of the applicant's expenses are sent in which are required within two weeks of the event.

Have questions about the Event Sponsorship Guidelines or application process? Have an idea for an event and need some help getting started?

Contact Sandra Conrad, Special Projects Coordinator at sandra@quinpoolroad.ca