



**Port Stanley BIA
Event
Sponsorship
Policy**

Date:	May 12, 2026	Revised:	
Approved by:	Board of Management		

The Port Stanley BIA recognizes the many benefits that local organizations and volunteers provide to the local business community by holding and promoting events in the Village. The Board of Management is committed to applying a consistent, fair, and equitable approach to all requests for event sponsorship support.

The Board also recognizes that BIA members have the right to expect that levied funds will be expended in a manner that is justifiable and maintains boundaries to ensure that external groups have a defined process with set parameters under which they may be able to have access to those funds. The Board is committed to working with groups and organizations that may engage in holding public events while recognizing the financial constraints impacting annual budgets and the BIA's ability to provide funding for every initiative.

PURPOSE:

The purpose of this policy is:

- To support events that are of a general strategic benefit to the Port Stanley BIA,
- To support volunteer, community-based organizations who are key partners in facilitating economic prosperity,
- To provide the Board of Management with clear criteria for considering and responding to requests for sponsorships from external sources,
- To provide an equitable process for groups and organizations seeking sponsorship support from the Port Stanley BIA,
- To promote financial accountability and responsible stewardship of levied funds using a process that permits adequate financial planning for events.

SCOPE:

The scope of this policy framework allocates sponsorships to eligible organizations and initiatives that benefit the members of the Port Stanley BIA and local business community. The policy ensures transparency, fairness, and accountability in the distribution of these funds.

POLICY:

1. General Guidelines:

All sponsorship requests will be assessed based on availability of resources, potential financial impact to the BIA, and overall benefit to the business community. Any requests for sponsorships over \$5,000.00 must be received in advance of the annual BIA Budget process, which typically begins in Q4.

Grants and Sponsorships made by the Port Stanley BIA are not to be regarded as a commitment by the BIA to continue such support into the future.

There is no guarantee that a request will be approved, nor an approved request renewed the following year

2. Eligible Applicants:

Groups or organizations must meet the following criteria to be considered for a Municipal grant or sponsorship:

- a. Must demonstrate a clear need for the funds being requested to enable the group or organization to deliver a specific event.
- b. Must be located within Port Stanley and/or provide a direct benefit to the Port Stanley BIA and its members.
- c. Shall submit a completed request form and provide receipts for reimbursement.
- d. Incomplete application/information will be deemed ineligible and will not be forwarded to the Board of Management for consideration.
- e. The Board of Management will choose to allocate, or not allocate, funds to eligible groups or organizations, in its sole and unfettered discretion.
- f. Cheques will be issued for the eligible amount that the Board has approved for each group or organization to be reimbursed following submission of receipts for the approved expenditures.
- g. Only one application per group/organization will be considered per year.
- h. Grants and sponsorships made by the Port Stanley BIA are not to be regarded as a commitment to continue such funding in perpetuity or again at any time in the future.
- i. In approving a sponsorship, the Board of Management may impose such conditions and/or restrictions as it deems fit.

3. Non-eligible Funding and Activity

The Board of Management will not consider providing sponsorship for the following:

- a. Groups/Organizations with political affiliation.
- b. Discriminatory activities and events.
- c. Activities that are contrary to the policies and mandate of the Port Stanley BIA.
- d. Activities which are deemed to be unlawful.
- e. Activities where the funds will not directly benefit an event held by the applicant but will be used to raise the profile of the applicant for the sole purpose of supporting the fundraising activities of another group.
- j. Incomplete or multiple applications by any group.

4. Application Process:

- a. Applicants that wish to be considered for sponsorship must provide a written using the application form – Schedule A, submitted to the Secretary, and attend a meeting of the Board of Management to provide an overview of the proposed event.
- b. The Board of Management will consider the request and, if approved, allocate a maximum amount of eligible funds for reimbursement upon submission of receipts for approved expenditures.
- c. Receipts shall be provided to the Secretary for processing and a cheque will be issued to the preferred address indicated on the application form.

5. Accountability and Recognition Requirements:

- a. Sponsorships may be approved with certain other terms and conditions. The letter of approval will state if any such restrictions apply to your specific grant.
- b. Applicants receiving a sponsorship will be held accountable for the expenditure and reimbursement of the funds in accordance with the stated objectives/plans relevant to this program.
- c. Future support will be reviewed based on past demonstrated fiscal responsibility of the applicant.
- d. Sponsorships given are not transferrable between projects or groups without prior Board approval and must be used for the specific purpose outlined in the application.
- e. If the event does not move forward, the recipient is obligated to notify the Board of Management.



Schedule A

**Port Stanley BIA
Event Sponsorship Application Form**

Contact Information

Name of Organization	
Name of Proposed Event	
Contact Name	
Position	
Mailing Address	
Phone Number	
Email	

Total Amount Requested: _____

*Please note that requests over \$5,000 must be made in alignment with the annual BIA Budget process in Q4 of a given year.

Section 1: About Your Project

Is your group based in Port Stanley? Yes No

Is your group affiliated with another organization? Yes No

If yes, please identify the group or organization: _____

How many years has your group/organization been in operation? _____

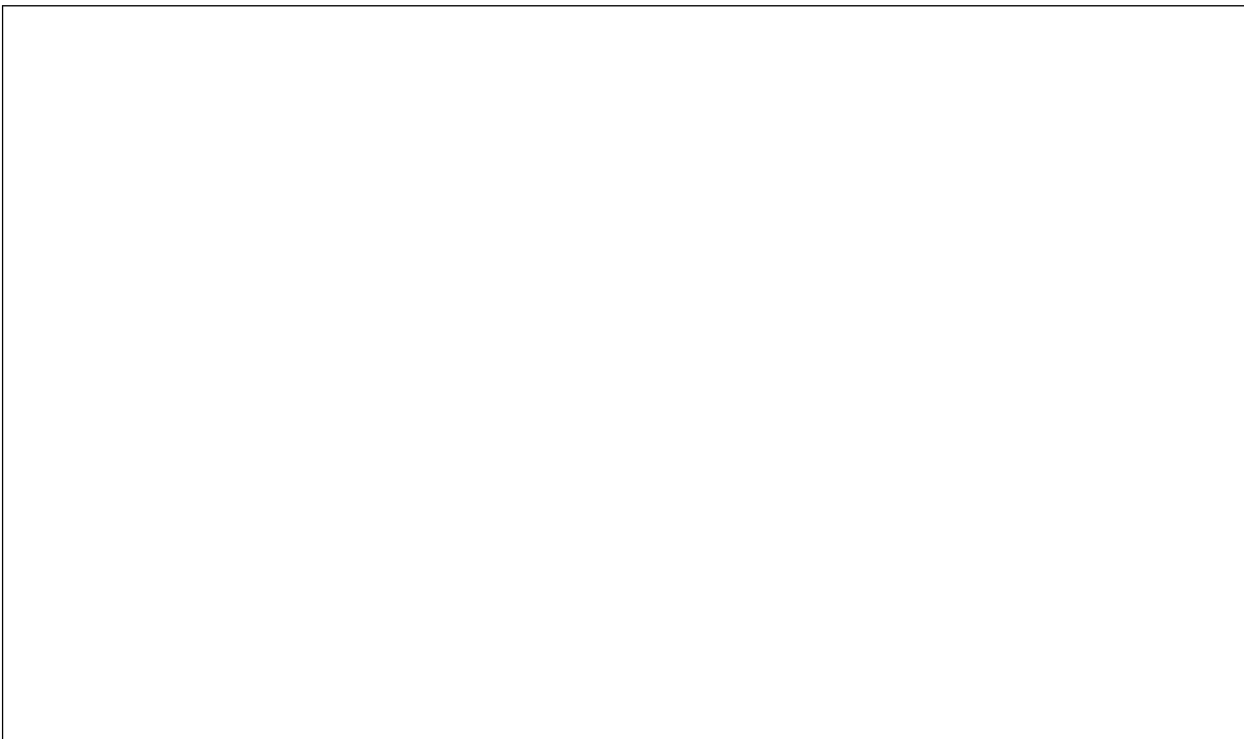
Please describe your proposed event. Include locations, schedules, logistics, number of volunteers, etc.

Please indicate how the Port Stanley business community will benefit from your event.

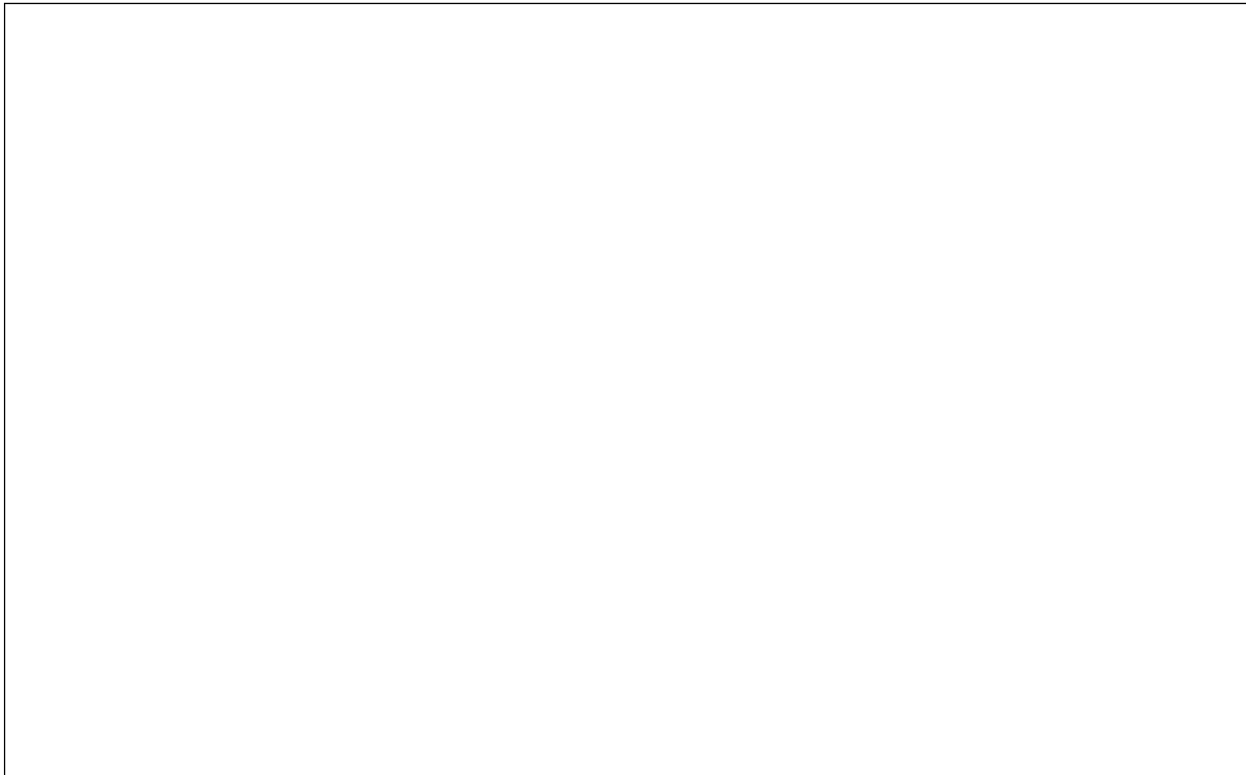
Please detail how the requested funds will be used.

A large, empty rectangular box with a thin black border, intended for the user to provide details on how the requested funds will be used.

How does your event promote the Village of Port Stanley as a destination and generate patron traffic for the local business community?

A large, empty rectangular box with a thin black border, intended for the user to describe how their event promotes the Village of Port Stanley and generates patron traffic for the local business community.

Please describe the primary source of funding for your event and list any other forms of sponsorships/funding that have been applied for or received.

A large, empty rectangular box with a thin black border, intended for the user to provide details about the primary source of funding and other sponsorships for their event.