

GRANTS, SPONSORSHIP & FUNDRAISING

Contact Information:	Due Date	Cost:
<ul style="list-style-type: none"> ▪ City of Cambridge Attn: Colleen Lichti, Recreation Co-ordinator Community Services Department 50 Dickson Street Cambridge, Ontario N1R 5W8 519.740.4681 ext. 4603 lichtic@cambridge.ca www.cambridge.ca 	November 30 (annually)	

OVERVIEW:

- Grants and sponsorships are needed for your event to run. Activities and entertainment alone cannot make a special event. Your committee must raise enough money to pay for these activities and entertainers.
- There are three ways that your special event can raise money. You can raise money by:
 - Grants (page 2)
 - Sponsorship (page 3)
 - Fundraising (i.e. concerts, barbeques, car washes, etc.)

GRANTS

OVERVIEW:

- As part of the City of Cambridge Special Events Policy (January 2003), it was recommended that a new Grants Assistance – Special Events process be created. This process will replace the previous Grants-to-Groups processes or inclusion in the City's Community Services Budget lines. This new Grants – Special Events process is designed to amalgamate the various funding and application processes previously in existence for Special Events. It is also designed to provide City Staff with both Financial and Risk Management information with regards to the specific Special Events currently listed in the City's Liability Insurance Policy, Schedule A.
- Grant applications will be accepted from all special event groups listed under our Schedule A (see Section 8 – Insurance).
- The City of Cambridge is not the only organization that offers grants to special event groups. Other organizations include the Ontario Arts Council, Trillium, Human Resources Development Canada, Cambridge & North Dumfries Community Foundation, etc.

YOUR RESPONSIBILITY:

- Follow the proper steps to applying for a grant

STEPS TO APPLYING FOR A GRANT:

1. Contact the Community Services Department for a Grant Application Package by October 30 of each year. For a copy of the Grant Application, please refer to the appendix of this section.
2. Complete the Grant Application. Along with your grant application, be sure to include the following items:
 - List of committee members
 - Terms of Reference and/or constitution. For an example, please refer to the appendix of Section 3 – Planning
 - Financial Statements, including a budget. For an example, please refer to the appendix of Section 3 – Planning
 - Proposed budget for following year's event
 - Evaluation of the previous year's event. For a template, please refer to the appendix of Section 24 – Evaluation
3. Return the Grant Application Package to the City of Cambridge by November 30 of each year.
4. After the City of Cambridge has reviewed your application, your Grant Application will be confirmed by way of a letter.

SPONSORSHIP

OVERVIEW:

- Sponsorship is an excellent way to help cover the costs of your event. In fact, many companies and organizations have set aside money in their yearly budget for sponsorship and community events. Hence, companies and organizations have money to give away for events such as yours.

YOUR RESPONSIBILITY:

- Carefully select potential sponsors (companies) for the different activities of your event.
- Use the Steps to Seeking Out a Potential Sponsor as a guideline for your event.
- Cover the costs of your event using sponsorship, grants, fundraisers and revenue.

STEPS TO SEEKING OUT A POTENTIAL SPONSOR:

1. Identify and list items or services that you need money for.
2. Form a list of companies or organizations that would be interested in sponsoring these activities/items. For example if you need money for a children's storyteller, approach related businesses such as a bookstore, a publishing company or local children's organization.
3. Develop sponsorship package with levels of sponsorship and a list of benefits to the companies. For an example of sponsorship levels, please refer to the appendix of this section.
4. Contact these companies or organizations in person or over the phone to inform them of the event and your request for sponsorship.
5. Write a letter to the potential sponsor. It is important to get letters out early as marketing dollars are allocated quickly. For an example, please refer to the appendix of this section. Your sponsorship letter should outline:
 - Goals and objectives of the event.
 - What the donated money will be used for.
 - Emphasize that the potential donors will be acknowledged for their contributions.
 - Your contact information (name & phone number)
6. Two weeks after you have sent your letter of request for sponsorship contact the company or organization and confirm whether they will sponsor your event.

Funding Organizations

Ontario Trillium Foundation

Awards grants in support of: Arts & Culture, Environment, Human & Social Services, and Sports & Recreation.

www.trilliumfoundation.org

Cambridge and North Dumfries Community Foundation

Funds programs that directly benefit the Cambridge community.

www.cambridgefoundation.org/granting.html

The Kitchener & Waterloo Community Foundation

Supports health, education, social services, and arts & culture activities.

<http://www.kwcf.ca/audiences/grantseekers/index.php>

Good Foundation Inc.

Funds arts, education, health, heritage, and social service programs within the KW area.

<http://www.goodfoundation.ca/>

Royal Bank of Canada

Sponsors culture, sports, youth, seniors, disadvantaged, education, and special events.

www.rbc.com/sponsorship/prog_01.html

CIBC

Supports youth and community development.

www.cibc.com/ca/inside-cibc/cibc-your-community/how-to-apply-for-funding.html

Canadian Council for the Arts

Funds dance, media arts, music, theatre, writing and publishing, interdisciplinary work and performance art, and the visual arts

<http://www.canadacouncil.ca/grants/>

Canadian Heritage

Supports cultural participation, active citizenship and participation in Canada's civic life, and strengthening connections among Canadians

http://www.canadianheritage.gc.ca/pc-ch/financ/index_e.cfm

OLG Sponsorship Program (Ontario Lottery and Gaming)

OLG provides sponsorship support to events that involve and benefit the community as well as generate business and interest in the town or city. OLG focuses on local community music festivals and events, and community, civic and business related events in communities with OLG operations.

<http://www.olg.ca/about/community/index.jsp>

Ontario Cultural Attractions Fund

OCAF is open to large and small not-for-profit cultural and heritage organizations in all parts of Ontario. The Fund helps cultural and heritage organizations increase and diversify their earned revenue sources by attracting tourists and other visitors to new attractions and special events. OCAF helps reduce the financial risk of creating new ventures by providing up-front working capital in the form of partially-repayable loans. OCAF investment is directed towards the marketing and promotional costs of the new attraction or special event.

<http://www.ocaf.on.ca/en/index.aspx>

Ontario Arts Council

Community and Multi Arts Organizations

<http://www.arts.on.ca/Page103.aspx>

Ontario Tourism Marketing Partnership Corporation

www.tourismpartners.com

Click on Partnership Opportunities

Ontario Ministry of Tourism

<http://www.tourism.gov.on.ca/english/index.html>

Ralph Basset Associates Inc.

Finds businesses/non-profit groups appropriate sponsors and strengthens community development and leadership.

<http://www.ralphbasset.com>

Giant Tiger

Supports children and youth, families in crisis, seniors and those with disabilities.

<http://www.gianttiger.com/en/community/sponsorship>

GRANTS – SPECIAL EVENTS

Introduction:

The City of Cambridge Special Events Policy provides a number of supports including a staff liaison and grant dollars to assist Special Event Committees to plan a series of successful special events throughout the year. The Policy also provides the City with both financial and risk management information, regarding specific special events listed in the City's Liability Insurance Policy – Schedule A.

The City of Cambridge recognizes the value that Special Events provide to the municipality and its citizens, they make communities more attractive places to live, they help bring a community to life and they attract tourists.

Eligibility:

Grants – Special Event applications will be accepted from all city affiliated special event groups listed in the City's Liability Insurance Policy, Schedule A.

Please include the following items in your Application Package:

- Committee List (including names, committee roles, addresses, phone numbers, & email addresses)
- Terms of Reference
- Financial Statements for 2006 event, using Form A or own Financial Statements
- Proposed Budget for 2007 event
- 2006 Event Evaluation (see attached)
- Completed Application (see attached)

Please return the completed application to:

Community Services Department
Attention: Mary Doucette
73 Water St. N., 2nd Floor, Box 669
Cambridge, ON N1R 5W8

Due Date: Friday November 24, 2006

GRANTS – SPECIAL EVENTS

1. **NAME OF SPECIAL EVENT:** _____

2. **CONTACT PERSON**

Name: _____

Title: _____

Address: _____

City/Town: _____

Postal Code: _____

Telephone: _____

(Residence)

(Business)

(Fax)

E-mail: _____

3. **DATE OF LAST ANNUAL GENERAL MEETING:** _____

4. **STATISTICS**

a) Number of Committee Volunteers: _____

b) Number of other Volunteers – day of the event: _____

c) Number of Attendees at 2006 Event: _____

5. **MEMBERSHIP**

Does your organization sell Memberships? YES NO

Current number of members: _____

6. **FINANCIAL INFORMATION**

Did you receive a City of Cambridge Grant last year? YES NO

If so, how were the funds used?

7. Does your special event have a detailed risk management program in place?

YES NO

If no, will you be developing a risk management program before your 2007 event.

YES NO

8. **COMMUNITY SERVICES DEPARTMENT STAFF LIAISON:**

Name: _____ Phone: _____

Signature: _____

Date: _____

Title: _____

FORM A - OPERATING BUDGET

Budget (please complete OR attach current financial statements for 2006 & 2007)

INCOME	ESTIMATED ACTUAL FIGURES FOR 2006	PROPOSED BUDGET FOR 2007
Balance at Beginning of the Year	A)	D)

City of Cambridge Grant		
	_____	_____
	(2006 Grant Received)	(Grant Being Requested)
Admission Fees		
Membership Dues		
Revenue From Other Levels of Government(Specify)		
United Way		
Lotteries (Bingo, Nevada, etc.) (used for operations)		
Sponsorship Income		
Interest Income		
Fund Raising Projects and Miscellaneous Revenue		
TOTAL INCOME	B)	E)

EXPENSES		
TOTAL EXPENSES	C)	F)

BALANCE AT YEAR END (indicate deficit amount with minus symbol)	A + B - C = _____ Place answer in Box D	D + E - F = _____
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* Please include reserve accounts if applicable*

FORM B – REQUEST FOR ADDITIONAL FUNDING

Subject to budget approval, your special event will receive the same funding as 2006 plus a budgetary adjustment as determined by City Council.

If your event wishes to ask for additional funding beyond the 2007 grant, you must complete the following:

Name of Event: _____

Grant received in 2006_____

Additional grant being requested in 2007_____

Total Grant request for 2007....._____

Please explain why you are asking for additional funds: (attach additional information if necessary)

What is the balance left over after your 2006 event? _____

What is the intended use of the surplus if any?

Thank you



The Mill Race Folk Society

P.O. Box 22148, Galt Centre Postal Outlet, Cambridge, Ontario N1R 6E3 Phone: 621-7135



Mill Race Festival of Traditional Folk Music

Levels of Sponsorship

1. Sponsor an Act

- A performer is usually paid from \$200 a day and perform several times a day at different venues
- \$500 would sponsor a medium sized group
- \$1500 and up would sponsor a major act
- All posters, ads and announcements of group name will also include “Sponsored by”
- Sponsors logo will appear next to performers bio in program
- Show community support

2. Sponsor Promotional Efforts

- Posters, banners, brochures, newspaper ads
- Restaurants, motels, taxis and other people services benefit from increased tourism
- Coupons to distribute at information booths during the festival
- Visitor and Tourism Centre rates the Mill Race Festival as one of the top five attractions in Cambridge

The following is a detailed description of the sponsorship levels.

Supporter:

- \$100 and up
- Tax deductible receipt
- Posters
- Recognition in the press
- Certificate of thanks to recognize support

Sponsor:

- \$500 and up

- In addition to the above:
- Sponsors given priority consideration in future festivals
- Mentioned in press releases

Presenter:

- \$1000 and up
- In addition to above:
- Companies logo appears on all posters
- Receive a larger ad in program (\$2000 and up)
- Mentioned in newsletters
- If you wish, your banner will be displayed on the Main Stage

Please see the attached Friends of the Mill Race Festival Sponsorship Benefits.

Please contact Brad McEwen at mill_race@yahoo.com or call him at 519-621-7135 if you are interested in becoming a sponsor of the Mill Race Festival.