



UPTOWN LEAMINGTON BUSINESS IMPROVEMENT AREA

33 Princess St 5th Fl

Leamington, ON

N8H 5C5

coordinator@leamingtonbia.com

BIA Sponsorship Application & Review Package

The Uptown Leamington BIA supports initiatives that align with its mandate to enhance the local business environment, increase foot traffic, promote economic development, and strengthen community engagement.

The Uptown Leamington Business Improvement Area (BIA) is mandated to enhance, promote, and beautify the uptown core, covering over 200 businesses. It focuses on economic development through improvements, marketing, and events to maintain a thriving, and prosperous downtown. The BIA is overseen by a volunteer Board of Management approved by Council.

Key Mandate and Activities:

- **Beautification & Upgrades:** Improving the physical appearance of the streetscape, including graffiti removal, lighting, and holiday decorations.
- **Marketing & Events:** Promoting the area as a vibrant business and shopping destination.
- **Member Support:** Providing financial incentives through the [Community Improvement Plan \(CIP\)](#) for facade, signage, and security improvements.
- **Advocacy:** Working to maintain a strong town center.

Boundaries:

The BIA includes properties along Erie Street North (to John/Nelson St), Erie Street South (to Russell St), and parts of Talbot Street West and East.

Structure:

- **Governance:** Run by a Board of Directors, which includes two Council members.
- **Funding:** Funded through a special levy on businesses within the defined BIA area, as part of the [municipal tax process](#).
- **Meetings:** Generally held on the first Wednesday of the month.

All sponsorship requests are subject to Board approval. Submission of this application does not guarantee funding.



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Key Requirements:

- Applications must be submitted **at least eight (8) weeks prior** to the event date
- One application per sponsorship request
- Incomplete applications will not be reviewed
- Post-event reporting may be required
- Event type
- Sponsorship type
- Benefits offered
- Measurement methods

Sponsorship Funding Policy

Sponsorships are awarded at the discretion of the BIA Board of Directors based on alignment with the BIA mandate, benefit to members, value for money, and organizational capacity.

Conflict of Interest

Any Board member or staff person with a real or perceived conflict of interest related to a sponsorship application must declare the conflict and abstain from discussion and voting.

Funding Limitations

The BIA reserves the right to:

- Approve a reduced amount
- Attach conditions to sponsorship approval
- Decline any application without explanation

Political / Advocacy Exclusion

The BIA does not sponsor political parties, candidates, or advocacy initiatives that fall outside its legislated mandate.



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1. Applicant Information

- Organization / Business Name:
- Primary Contact Name:
- Title:
- Email:
- Phone:
- Website:
- Social Media Handles:
- Mailing Address:

Is the organization located within the BIA boundary?

- Yes
- No

If no, describe your connection to the BIA area:

2. Event / Initiative Details

- Event / Initiative Name:
- Type of Event (check all that apply):
 - Community / Festival
 - Networking
 - Educational / Workshop
 - Fundraiser
 - Cultural / Arts
 - Promotional / Marketing



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-
- Other:

Event Description (250–500 words):

(Purpose, activities, and goals)

Target Audience:

(Demographics, businesses vs public, etc.)

Estimated Attendance / Reach:

- In-person:
- Online / digital:

3. Timing & Location

- Event Date(s):
- Event Time(s):
- Location / Venue:
- Indoor / Outdoor / Hybrid:

Has this event occurred previously?

- Yes
- No



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If yes:

- Year(s) held:
- Past attendance figures:

4. Sponsorship Request

- Amount Requested (\$):
- Type of Request:
 - Cash
 - In-Kind
 - Combination

If in-kind, describe the request:

- Total Estimated Event Budget (\$):
- Other Sponsors (confirmed or pending):

5. Benefit to the BIA & Its Members

How does this initiative support the BIA's mandate?

(Economic development, foot traffic, visibility, placemaking, etc.)

How will BIA members directly benefit? (check all that apply)

- Increased foot traffic
- Business promotion



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- Vendor / booth opportunities
- Member discounts or exclusives
- Networking opportunities
- Other:

How will BIA members be encouraged to participate?

6. Advertising & Promotional Value

Recognition Provided to the BIA: (check all that apply)

- Logo on print materials
- Logo on digital materials
- Event signage
- Verbal recognition
- Booth / table
- Social media mentions
- Website listing
- Email marketing inclusion
- Other:



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Estimated Promotional Reach:

- Email list size:
- Social media following:
- Paid advertising spend (if applicable):

BIA Designation:

- Sponsor
 - Community Partner
 - Title Sponsor
-

7. Operations, Risk & Compliance

- Event Organizer:
- Insurance coverage available?
 - Yes
 - No
- Permits / Licenses:
 - Obtained
 - In progress
 - Not required

Health & Safety Plan Summary:

8. Measurement & Reporting

How will success be measured?



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-
- Attendance
 - Engagement
 - Economic impact
 - Media reach
 - Other:

Will a post-event report be provided?

- Yes
- No

9. Declaration

I certify that the information provided is accurate. I understand that submission does not guarantee sponsorship approval.

- Name:
- Signature:
- Date:

PART B: BOARD EVALUATION SCORECARD

(Completed by BIA Staff / Board)

Purpose: Ensure objective, consistent evaluation across all sponsorship requests.

Scoring Scale

- **1 = Poor**
- **2 = Fair**
- **3 = Good**
- **4 = Very Good**
- **5 = Excellent**



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Criteria	Score (1-5)
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Alignment with BIA mandate	
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Benefit to BIA members	
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Expected economic impact / foot traffic	
---	--

Visibility & marketing value	
------------------------------	--

Value relative to cost	
------------------------	--

Community impact	
------------------	--

Organizational capacity & readiness	
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Risk & operational feasibility	
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Total Score (out of 40): _____

Recommendation

- Approve as requested
- Approve with conditions
- Decline

Conditions / Notes:



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PART C: SPONSORSHIP TIERS & GUIDELINES

Tier 1: Community Support

Up to \$1,000

- Small-scale, local initiatives
- Strong community benefit
- Limited promotional reach

Typical Benefits Required:

- Logo inclusion
 - Basic recognition
 - Member participation encouraged
-

Tier 2: Strategic Partnership (includes tier 1)

\$1,001 – \$5,000

- Clear economic or visibility benefit
- Meaningful BIA branding
- Direct member engagement

Typical Benefits Required:

- Prominent logo placement
 - Social & email promotion
 - On-site presence opportunities
-



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Tier 3: Signature / Flagship (includes both tier 1 and 2)

\$5,001+

- High-impact, BIA-aligned initiatives
- Significant reach and visibility
- Measurable outcomes

Typical Benefits Required:

- Title or presenting sponsor recognition
 - Extensive branding
 - Post-event reporting required
-

Reporting Requirement

Approved recipients may be required to submit a post-event report within 30 days of the event.



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3. ONTARIO BIA LEGISLATIVE ALIGNMENT

(Municipal Act, 2001 – Board-Safe Language)

Authority to Sponsor

The Leamington BIA provides sponsorship funding in accordance with its mandate under the *Municipal Act, 2001*, to promote and improve the business area, support economic development, and enhance the public realm.

Permissible Use of Funds

Sponsorships must demonstrate a clear benefit to the improvement area and its member businesses. Funding will not be provided for activities that fall outside the BIA's legislated mandate.

Financial Accountability

All sponsorship funding is subject to the BIA's approved annual budget and oversight by the BIA Board of Directors.

Conflict of Interest (Ontario-Appropriate)

Board members and staff must comply with municipal conflict-of-interest requirements. Any individual with a direct or indirect interest in an application must declare the conflict and abstain from discussion and voting.

Transparency & Record Retention

Sponsorship decisions and supporting documentation will be retained in accordance with municipal record-keeping requirements and may be subject to public disclosure.



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The BIA Coordinator is responsible for:

- Receiving and screening applications
- Confirming completeness and eligibility
- Preparing Board Summary Sheets
- Communicating Board decisions
- Tracking sponsorship funding
- Collecting post-event reports

The Board of Directors is responsible for:

- Reviewing applications
- Approving, modifying, or declining requests
- Ensuring alignment with the BIA mandate