



Kite Festival | Canada Day | Children's Festival

2020 Sponsorship Opportunities

Burlington Events
Sponsor | Volunteer | Attend | Participate

www.burlington.ca/events
festivalsandevents@burlington.ca
Event Info: 905-335-7600 ext. 7422

live&play

CITY OF
Burlington

Join us this summer!

This is your organization's opportunity to get involved with this summer's events!



Kite Festival



Canada Day



Children's Festival

Event Goals and Objectives

1. To provide a high-quality free event for residents of Burlington.
2. To provide fun in a safe environment for families to enjoy an afternoon of discovery, creativity and interactive play.
3. To promote community spirit and awareness of local businesses that target this group or offer similar services.

Please review this package to get some ideas of how your organization can be involved. If you have any questions or need ideas to participate in the event, please contact us. We can customize a package that's just right for you!

Thank you,

City of Burlington, Festivals & Events Unit
905-335-7600, ext. 7422
festivalsandevents@burlington.ca



Kite Festival

Festival Overview This family event is celebrating its 29th year. Join us for fun activities, adventures in kite making and kite flying.

Date Sunday, June 7, 2020

Location Brant Hills Park and Community Centre

Expected Attendance 3,500

Target Markets Young families

Quick Overview Grid:

Sponsor Level	Sponsor Amount	Level
Title Sponsor	\$ 2,500	SOLD
Eco Kite Sponsor (Logo on 1000 eco kite kits handed out)	\$ 1,500	SOLD
Participatory Activation Sponsor	\$ 500	1

Sponsor Opportunities Grid:

	Title Sponsor \$2,500.00 [1 available]	Kite Sponsor \$1,500.00 [1 available]	Activation Sponsor \$500.00 [1 available]
Burlington Kite Festival presented by "company name"	✓		
Business category exclusivity	✓		
ON SITE			
Ability to have a character on site	✓		
Preferred booth placement	✓		
Display booth (10x10)	✓	✓	✓
Individual sponsor sign provided	✓	✓	✓
Eco Kite kit - logo on		✓	
Tables and Chairs provided	✓	✓	✓
PRE EVENT			
Logo on City website	✓	✓	✓
Link from City web to your web	✓	✓	
Logo on event poster	✓	✓	
Social media	✓	✓	
Media release mention	✓		
Logo on printed bookmark	✓		

Festival Overview Burlington's annual Canada Day Celebration attracts over 60,000 residents and visitors to our beautiful waterfront. This Festivals and Events Ontario Top 100 festival boasts activities, entertainment, food and fun for all ages.

Date Wednesday, July 1, 2020

Location Spencer Smith Park

Expected Attendance 60,000

Target Markets All Burlington residents

Quick Overview Grid:

Sponsor Level	Sponsor Amount	Level
Title Sponsor	\$ 15,000	1
Fireworks Sponsor	\$ 10,000	1
Participatory Activation Sponsor (such as a craft suited to your business)	\$ 5,000	2

Sponsor Opportunities Grid:

	Title Sponsor \$15,000.00 [1 available]	Fireworks Sponsor \$10,000.00 [1 available]	Activation Area Sponsor \$5,000.00 [2 available]
Burlington Canada Day presented by "company name"	✓		
Business category exclusivity	✓		
ON SITE			
Ability to have a character on site	✓		
Canada Day handouts	✓		
On-site presence	2 - preferred locations	private viewing area for fireworks	✓
Recognition announcements	✓	✓	
Individual sponsor sign provided	✓	✓	✓
Tables and Chairs provided	✓	✓	✓
PRE EVENT			
Logo on City website	✓	✓	✓
Link from City web to your web	✓	✓	✓
Logo on event poster	✓	✓	✓
Social media	✓	✓	
Media Release mention	✓		
Burlington Post ad	✓	✓	

Children's Festival

Festival Overview This family event is celebrating its 28th year and celebrates being a kid. Be part of this great event that features entertainment, crafts and activities.

Date Sunday, August 16, 2020

Location Spencer Smith Park

Expected Attendance 25,000

Target Markets Young families

Quick Overview Grid:

Sponsor Level	Sponsor Amount	Level
Title Sponsor	\$ 10,000	SOLD
Performance Area	\$ 6,000	1
Inflatable	\$ 5,000	1

Sponsor Opportunities Grid:

	Title Sponsor \$10,000.00 [1 available]	Performance Area at 3 locations \$6,000.00 [1 available]	Inflatables \$5,000.00 [1 available]
Burlington Children's Festival presented by "company name"	✓		
Business category exclusivity	✓		
ON SITE			
Ability to have a character on site	✓		
Recognition announcements	✓	✓	
Display booth	3 - preferred locations	2 - east and west sides	1 - at activation area
Tables and Chairs provided	✓	✓	✓
Individual Sponsor signs	✓	✓	✓
PRE EVENT			
Logo and link on City website	✓	✓	✓
Burlington Post	✓	✓	✓
Logo on event poster	✓	✓	✓
Social media	✓	✓	✓
Media release mention	✓		
Printed event bookmarks	✓		

Application Terms and Conditions

1. Submission of a Sponsor application package does not guarantee that the Sponsor will be offered an opportunity to participate at the event. Applications will be reviewed by the City's events staff. Sponsors will be notified of their acceptance or not by the City's events staff.
2. To submit a Sponsor application package, the Sponsor must be in good standing, must not have violated any rules or regulations, must not have been previously banned from an event, and must have paid all fees.
3. Payment of fees is required by cheque, money order or credit card and must be submitted with the completed and signed application, insurance certificate, and Food Sponsor Application confirmation number from the Halton Region Health Department. All NSF cheques will be charged a \$40 administration fee.
4. Cancellation of applications will only be accepted more than 90-days prior to event. Any cancellation after this date will not be eligible for a refund or credit.
5. The City may restrict the number and the type of Sponsors and may select Sponsors who best meet the needs of the event as determined by the City's events staff.
6. A Sponsor placement may not be in the space that has been requested in the application or may not occupy the same space as in previous years.
7. Prior to the event, Sponsor will be sent an email detailing set-up, tear down, and parking instructions. If applicable, Sponsors will be required to complete a Food Vendor Application from the Halton Region Health Department.
8. The Sponsor must inform the City in advance if the Sponsor requires any hydro or potable water at the event. It is the Sponsor's responsibility to bring an extension cord for the hydro outlet.

Sponsor Terms and Conditions

In consideration of the fees paid, The Corporation of the City of Burlington (“City”) hereby grants [legal name of Sponsor] (“Sponsor”) a revocable, exclusive, and non-transferable licence to occupy and use the space as identified [“Licensed Area”) for the purpose of exhibiting or selling goods and/or services or of providing an activity as approved in advance by the City and subject to the following terms and conditions:

1. **SET-UP TIME.** The Sponsor shall arrive at designated set up time (morning of event day) to be shown the Licensed Area and to obtain any further information regarding set-up. If the Sponsor wishes to set-up a tent or trailer, then the Sponsor must set-up during the allocated set-up time, as per the event.
2. **OPERATING HOURS.** The Sponsor shall be present at the event during the operating hours. Only the City can alter the operating hours.
3. **BOOTH MAINTENANCE.** The Sponsor shall ensure that its Licensed Area, including its booth, is clean, passes a health department inspection and meets any other health and safety requirements. The Sponsor shall ensure that its booth is staffed during the operating hours of the event and the Sponsor shall remain on-site for the duration of the event. The City, Halton Region or any administrative authority (e.g. Electrical Safety Authority) may access and inspect the Licensed Area, including the booth, at any time before, during or after the event.
4. **BOOTH OPERATION.** The Sponsor shall not operate any other business or activity and shall not exhibit or sell any other goods or services other than as listed on the Sponsor's application and as approved by the City in a confirmation email. The City may remove or cause to be removed from the Licensed Area any item(s) that have not been approved by the City. The Sponsor shall not fundraise or solicit funds under any circumstance. No out-of-booth selling or soliciting is permitted of goods or services and/or raffle tickets. The Sponsor shall not have any tent, vehicle or signage that references any organization, company or person other than the name of Sponsor.
5. **DESIGNATED BOOTH.** If a booth is designated as a “non-profit booth”, then no products can be sold and no fundraising is permitted.
6. **TEAR-DOWN OF BOOTH.** The Sponsor shall commence tear-down of its booth after the end of the event, weather conditions permitting. Early tear-down is only permitted if the Sponsor has depleted its supply of goods and is unable to continue sales or to provide samples or activities. The Sponsor must obtain approval from the City before an early tear-down. If approved, then the Sponsor shall carry its equipment to its vehicle as vehicles are not permitted at the event site during the event.
7. **ALCOHOL AND SMOKING.** The Sponsor shall not bring or consume alcohol and shall not smoke in the Licensed Area or at the event site at any time.
8. **PROHIBITED PRIZES.** The Sponsor shall not sell or give away any knives, guns or drug paraphernalia, either real or imitation, as toys or prizes to children.
9. **FOOD AND BEVERAGE.** The Sponsor acknowledges that there is no exclusivity on food or beverage items. If the Sponsor wishes to provide food or beverages at the event, then the sponsor shall complete the food sponsor application, which requires registration with and compliance of standards of the Halton Region Health Department.

Sponsor Terms and Conditions

10. **FOOD CARTS.** The Sponsor shall ensure that food carts have BBQ mats or another suitable drip catcher under the cart at all times. Only one food cart is permitted on each 10'x10' location.
11. **EVENT GREENING.** The Sponsor shall use compostable products; as Styrofoam or non-recyclable material is not permitted. The Sponsor shall comply with the City's event greening program. The Sponsor shall ensure that any consumables it uses are biodegradable or recyclable.
12. **WASTE DISPOSAL.** The Sponsor shall dispose of all waste in the appropriate waste and recycling bins. The Sponsor shall be responsible for cleaning any grease or grease residue that has been left on the grass or boardwalk areas after the event has ended.
13. **TOWING.** The Sponsor shall be responsible for arranging and paying for the use of any towing services that may be required during the set-up or tear-down of the Sponsor's booth. The City will not make any arrangements for any towing services on behalf of the Sponsor. All traffic in and out of the event site will be controlled by the City and/or the Halton Regional Police Service.
14. **ALTERATIONS.** The City may relocate or alter the Licensed Area at any time. The Sponsor shall not make or erect any installations, alterations, modifications or additions in or to the Licensed Area without the prior written consent of the City. The Sponsor shall do nothing in, from or out of the Licensed Area which will be or result in a nuisance.
15. **DAMAGE.** The Sponsor shall promptly compensate the City for any damage to the Licensed Area, to the surrounding premises or to City property if such damage was caused by or attributable to the acts or omissions, including theft, malfeasance or negligence on the part of the Sponsor or of its employees, contractors, guests or invitees. The Sponsor will be prohibited from participating in any other City events until such damage is rectified to the satisfaction of the City.
16. **CANCELLATION OR TERMINATION.** The City may cancel or terminate these terms and conditions at any time, including during an event for any reason whatsoever. Cancellation or termination is effective immediately upon notice to the Sponsor or a designate either verbally or in writing. The City will not be liable for any damages or losses suffered by the Sponsor or others for such cancellation or termination.
17. **COMPLIANCE WITH LAWS.** The Sponsor shall comply with and shall ensure that any person attending the Licensed Area complies with: (a) federal and provincial laws and regulations; (b) municipal by-laws, policies and procedures; (c) the fire plan for the event site; (d) the emergency plan for the event; and (e) any orders or directives of the Director of Parks and Recreation or his/her designate.

Sponsor Terms and Conditions

18. **INSURANCE.** The Sponsor shall obtain and maintain in full force and effect general liability insurance covering the activities and occupancy as described herein. The policy will be extended to include bodily injury and property damage, tenant's legal liability, medical payments, and contractual liability to a limit of no less than \$2 million per occurrence. The policy will include a cross liability and severability of interest clause and be endorsed to name The Corporation of the City of Burlington as an additional insured. The policy of insurance will: (a) be written with an insurer licensed to do business in Ontario; (b) be non-contributing with and will apply only as primary and not excess to any other insurance or self-insurance available to the City; and (c) contain an undertaking by the insurers to notify the City in writing not less than 30 days of any change, termination or cancellation of coverage. Any deductible amounts will be borne by the Sponsor. No less than 30 days prior to the commencement of the event, the Sponsor shall provide proof of insurance unless otherwise approved by the Director of Parks and Recreation or his/her designate. Proof of insurance will be on a form of a certificate of insurance which has been signed by an authorized representative of the insurer. Depending upon the type of event, the City may require the Sponsor to purchase such additional insurance coverage as the City may reasonably require. The City may request such higher limits of insurance or otherwise alter the types of insurance coverage requirements as the City may reasonably require from time to time.
19. **INDEMNITY.** The Sponsor shall indemnify and hold harmless each of the City and its elected officials, officers, employees and agents from and against any and all claims, actions, demands, damages, losses, liabilities and expenses arising out of or as a result of: (a) any breach, violation or non-performance of these terms and conditions on the part of the Sponsor; (b) any damage to City property occasioned by the use of the Licensed Area by the Sponsor or its employees, contractors, guests and invitees; (c) any injury to, illness of or death of any person or any damage to property or other losses arising from or resulting from the use of the Licensed Area by the Sponsor or its employees, contractors, guests and invitees; (d) any act or omission, including theft, malfeasance or negligence, on the part of the Sponsor or its employees, contractors, guests, and invitees; or (e) any breach of any intellectual property rights arising from or resulting from the use of the Licensed Area.
20. **RELEASE.** The Sponsor to use the Licensed Area at its sole risk. The Sponsor agrees that the City, regardless of negligence or alleged negligence on the part of the City, shall not be liable for and hereby releases, remises, and forever discharges each of the City and its elected officials, officers, employees, and agents from: (a) any and all claims, actions, causes of action, damages, demands for damages, and other liabilities for or related to: (i) any injury to, illness of or death of the Sponsor or its employees, contractors, guests, and invitees; and (ii) any loss or theft of or damage to any property however caused in or about the Licensed Area owned by the Sponsor or its employees, contractors, guests and invitees; (b) any act or omission (including theft, malfeasance or negligence) on the part of any employee, agent or contractor employed or retained by the City from time to time to perform any maintenance or other work in or about the Licensed Area; and (c) any indirect, special, remote, consequential and economic damages.

Sponsor Terms and Conditions

21. **GENERAL PROVISIONS.** Nothing in these terms and conditions are intended to make either party an agent, legal representative, subsidiary, joint venture, partner, fiduciary or employee of the other for any purpose. Neither party will make any express or implied agreements, guarantees or representations on behalf of the other. These terms and conditions constitute the entire agreement between the parties relating to the subject matter hereof and cancel and supersede any prior understandings and agreements. There are no representations, warranties, terms, conditions, undertakings or collateral agreements, express, implied or statutory, between the parties other than as expressly set forth herein. These terms and conditions are governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Time is of the essence. If any provision herein is held to be invalid, void or unenforceable, then the remaining provisions will nevertheless continue in full force and effect without being impaired or invalidated in any way. The waiver by the City of a breach of any provision herein will not operate as a waiver of any other breach. No delay or failure of the City to exercise any right or remedy will operate as a waiver. In any dispute over the meaning, interpretation, validity or enforceability of these terms and conditions, there will be no inference, presumption or conclusion drawn whatsoever against the City by virtue of that party having drafted these terms and conditions. The Sponsor shall not assign or transfer any or all of its rights or its duties or obligations hereunder.
22. **BALLOONS.** No balloons to be given out at the event.