1. PURPOSE & BENEFITS

1.1 Guideline Purpose
The purpose of the City of Burlington Sport Event Hosting Guidelines is to provide a consistent decision-making framework for administering, reviewing, evaluating and supporting sport events (national, provincial, regional and invitational) bid for and/or hosted in the City of Burlington.

1.2 Benefits
The City of Burlington is committed to recognizing and fostering the benefits associated with hosting sport events in the city which include, but are not limited to:

- enriching the quality of life for residents by ensuring a wide range of participant, spectator and volunteer opportunities
- stimulating economic development and tourism locally
- encouraging investment in the maintenance and development of sport facility infrastructure
- building strategic partnerships that ensure sustainable and accessible opportunities for all
- enhancing the city profile and sport hosting event resume
- developing awareness of, and an understanding and appreciation for, local sport and its organizations, participants, officials, coaches and volunteers
- creating legacies for the community

1.3 Scope
The Sport Event Hosting Guidelines shall be applied to all sport events, within the definitions of these guidelines, proposed to be held, or held, within municipal facilities and/or on municipally-owned land. These spaces can include, but are not limited to, parks, open space, trail systems, city streets, sidewalks and recreational spaces (including arenas, gymnasiums, pools and community centres) that are owned or operated, held by joint venture* or managed by way of reciprocal agreements by the City of Burlington.

*Joint venture organizations operate and administer events within the conditions stipulated in their agreements with the City of Burlington. An organization would need to follow the terms and conditions of the Guidelines only if its event requires permits or staff support outside of the joint venture agreement conditions and/or support from the City (cash grant, facility rental waiver, services-in-kind) is being requested.

2. DEFINITIONS

2.1 National, Provincial, Regional and Invitational Sport Events
Table 1 identifies the sport event levels addressed within the City of Burlington draft Sport Event Hosting Guidelines.
These events can:
- include single or multi-sports
- be hosted indoors or outdoors
- be a single day or multiple-day event in duration
- involve participants, residents, volunteers, tourists & organizers
- attract amateurs and professionals

Table 1 – Sport Event Level Definitions

<table>
<thead>
<tr>
<th>Sport Event Level</th>
<th>Event Definition</th>
<th>Event Examples *bid and/or hosted in Burlington</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Sport Event</td>
<td>A national sport event will:</td>
<td>• *Canadian National Road Cycling Championships</td>
</tr>
<tr>
<td></td>
<td>✓ have representation from the majority of regions in Canada</td>
<td>• *Canadian Ten Pin National Bowling Championships</td>
</tr>
<tr>
<td></td>
<td>✓ determine a champion</td>
<td>• *Canadian Bowls (Football)</td>
</tr>
<tr>
<td></td>
<td>✓ be endorsed or sanctioned by the applicable sport governing body</td>
<td></td>
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<tr>
<td></td>
<td>✓ be endorsed by the local organization, if applicable</td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>Provincial Sport Event</td>
<td>A provincial sport event will:</td>
<td>• Ontario Games</td>
</tr>
<tr>
<td></td>
<td>✓ have representation from the majority of regions in Ontario</td>
<td>• OFSSA</td>
</tr>
<tr>
<td></td>
<td>✓ determine a champion</td>
<td>• *Ontario Men’s and Women’s Singles Squash Championships</td>
</tr>
<tr>
<td></td>
<td>✓ be endorsed or sanctioned by the applicable sport governing body</td>
<td>• *16U Tier1 Provincial Volleyball Championships</td>
</tr>
<tr>
<td></td>
<td>✓ be endorsed by the local organization, if applicable</td>
<td></td>
</tr>
<tr>
<td>Regional Sport Event</td>
<td>A regional sport event will:</td>
<td>• *Southwest Region Spring Board Diving Competition</td>
</tr>
<tr>
<td></td>
<td>✓ have representation from the Halton Region, neighbouring regions or defined</td>
<td>• *Ontario Hockey Federation Midget Regional AAA Championships</td>
</tr>
<tr>
<td></td>
<td>league boundaries</td>
<td>• *Artistic 3rd Provincial Qualifier (Boys Gymnastics)</td>
</tr>
<tr>
<td></td>
<td>✓ consist of a minimum of four teams or 25 individual athletes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✓ include a Burlington team/individual athlete</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✓ be endorsed or sanctioned by the applicable sport governing body</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✓ be endorsed by the local organization, if applicable</td>
<td></td>
</tr>
<tr>
<td>Invitational Sport Event</td>
<td>A invitational sport event will:</td>
<td>• *Golden Horseshoe Hockey Tournament</td>
</tr>
<tr>
<td></td>
<td>✓ invite participants to attend from other regions, provinces or countries</td>
<td>• *BYSC Canadian Shield (formerly International Invitational Cup)</td>
</tr>
<tr>
<td></td>
<td>✓ consist of a minimum of four teams or 25 individual athletes</td>
<td>• *Special Olympics Hometown Games</td>
</tr>
<tr>
<td></td>
<td>✓ include a minimum of one team/individual athlete based outside of</td>
<td></td>
</tr>
<tr>
<td>Sport Event Level</td>
<td>Event Definition</td>
<td>Event Examples</td>
</tr>
<tr>
<td>-------------------</td>
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<td>----------------</td>
</tr>
<tr>
<td>Invitational Sport Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Burlington</td>
<td>*Bur Bear Tournament</td>
</tr>
<tr>
<td></td>
<td>✓ include a Burlington team/individual</td>
<td>✓ BLOMHA Amherst Friendship Tournament</td>
</tr>
<tr>
<td></td>
<td>✓ be endorsed by the local organization, if applicable</td>
<td>✓ *Around the Bay Race</td>
</tr>
</tbody>
</table>

2.2 International Sport Events

Please note that International sport events are addressed under a separate City of Burlington policy entitled “International Sport Events Hosting Policy”.

Events defined under the International Sport Events Hosting Policy include large multi-sport or single sport games and games for Aboriginal People and Persons with Disability governed by International Sport Federations. Examples include notable events like the Olympic Games, Special Olympics World Games, Pan American/Parapan American Games and World Cups.

3. SPORT EVENT APPLICATION PROCESS

Sport event organizers who wish to bid for, or host, a sport event in City of Burlington facilities and/or on municipally-owned land will follow the Festival and Events Application process, coordinated by the Festival and Events Unit and related City departments. This process will determine whether an event receives permits, and other required approvals, and is mandatory regardless of whether an organization is applying for event funding support.

3.1 Eligibility

The following candidates are eligible to apply to bid or host a sport event:

- a registered not-for-profit organization
- a for-profit organization, business or individual (not eligible for funding support)

3.2 Application Procedure

Eligible event organizers must contact the Festival and Events Unit of the Parks & Recreation Department prior to submitting an Application. It is strongly recommended that organizers discuss their plans to bid for, or host, a sport event prior to submitting any bid documentation or committing to host the event. These preliminary discussions will ensure the event profile aligns with the guidelines and that the applicable forms and supporting documentation are completed.

Festival and Events Applications are available on-line at the City of Burlington website – [www.burlington.ca](http://www.burlington.ca) or by contacting the City of Burlington, Festival and Events Unit, 426 Brant Street, ON L7R 3Z6, 905-335-7736.
3.3 Application Deadline and Review Timelines
Adhering to the application deadline is very important in order to ensure requests can be resourced and budgeted appropriately. In order to ensure event applications are reviewed, assessed, recommended and approved in advance of the event date, organizers must submit their application and required support documentation to the Festival and Events Unit on or before the published annual deadline date. Review will commence upon receipt and staff will report back upon completion of the review to the applicant in a timely manner.

Respectful that the decision to host a sport event is often influenced by other stakeholders (such as the affiliated sport governing body), the Festival and Events Unit will entertain applications outside of the annual deadline, on an exception basis only. Event organizers should be aware, however, that altering these timelines may delay the approval process and in turn the ability to secure requested facilities and services on the proposed event host date.

3.4 Application Evaluation Criteria
The Sport Hosting Event Guidelines have been designed to ensure that all proposed sport events have an equal opportunity to be considered to take place within the City of Burlington for the benefit of the organizers, participants and attendees. However, there is also the recognition that not all sport events proposed will necessarily provide the same benefits to the City and its residents.

As a result, the City of Burlington has adopted an event application evaluation criteria and processes to ensure that sport event applications are given fair and consistent consideration. To assist with the evaluation process, the Festival and Events Unit will create an event support team, comprised of representatives from applicable key departments and related agencies including; Parks & Recreation Department, Roads & Parks Maintenance Department, Fire Prevention Office, Transportation Department, Traffic Department, Halton Regional Police Service, Halton Regional Health Department, and Team Burlington. This team is called upon, in whole or part, to assist the Festival and Events Unit in understanding, assessing and evaluating the scope and requirements of the proposed events.

Applicant evaluation criteria will include the following:
- alignment with the Parks & Recreation Department objectives in terms of overall participation, event exposure, economic impact and community benefit
- conformity with City policies by-laws, strategic plans and procedures, operating manuals and federal and provincial laws
- experience, reputation and stability of the event organizer and ability to comply with application terms and conditions
- type of sport event, its compatibility with the city’s facilities, services, land use and service requirements
- performance history (e.g. financial, communication, incident management)
4. EVENT FUNDING

As part of the Festival and Events Application, eligible event organizers may apply for City of Burlington event funding support to assist in the hosting of sport events in the City.

Terms and conditions for support are as follows:

- a not-for-profit event organizer can apply for one-time funding per event, with the exception of international and national event organizers that can apply for funding to host multi-year events
- funding support is limited to one event, per organization, per sport, per year
- The event organizer is required to supply:
  a) an audited financial statement* for the immediately preceding year;
  b) current operating budget of the organization;
  c) the event budget;
  d) a list of the board of directors.

* The City Treasurer may waive the requirement for audited financial statements for the preceding year if in his/her opinion the risk of material error is low and the event organizer provides financial statements prepared by an independent, qualified accountant. This requirement is consistent with applicant terms and conditions in the City’s Joint Venture Financing Policy.

- financial support cannot be requested for costs associated with event bid preparation or submission
- the following attachments must accompany the application: financial statements for the immediately preceding year *, current operating budget of the organization (including specifics of the event budget), if an organization has received other funding assistance through the City of Burlington for an event, then the received amount will be deducted from the funding award limit (i.e. if a provincial event receives $1,000 through the fee waiver program, then the maximum funding allocation will be $1,000 through the Guidelines)
- the City of Burlington will not be responsible for any event deficits
- event organizers must submit an event final report to the Festival and Events Unit within 60 days of event completion
- event opportunities that do not align with or are the exception to these guidelines will be reviewed by the Festival and Events Unit and addressed with Council independently if deemed necessary
- an application submission does not guarantee funding

4.1 Funding - Eligible Applicants

Only not-for-profit organizations can apply for City of Burlington Event Funding. For profit individuals, organizations or businesses are not eligible to apply for funding.
**4.2 Funding Application Process**

Event organizers wishing to request funding support must complete the Event Funding section of the Festival and Events Application.

As referenced in Section 3, Festival and Events Applications are available on-line at the City of Burlington website – [www.burlington.ca](http://www.burlington.ca) or by contacting the City of Burlington, Festival and Events Unit, 426 Brant Street, ON L7R 3Z6, 905-335-7724.

**4.3 Funding Application Deadline**

Applications must be submitted to the Festival and Events Unit on or before the published deadline date of each year as part of the Festival and Events Application.

**4.4 Financial Support Levels**

The City of Burlington may provide financial assistance to event organizers who host sport events in the city, as defined in Table 1 of these guidelines. Financial assistance may consist of one or more of the following*:

- cash grant
- facility rental waiver
- services-in-kind

* additional opportunities for funding may be available in the future through an identified festival and events municipal loan program.

The amount of funding awarded to any applicant will not exceed the maximum funding limit noted for each level of sport event as outlined in Table 2.

**Table 2 – Funding Limits per Level of Sport Event**

<table>
<thead>
<tr>
<th>Level of Sport Event</th>
<th>National Sport Event</th>
<th>Provincial Sport Event</th>
<th>Regional Sport Event</th>
<th>Invitational Sport Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding Limit</td>
<td>Support up to $3,000</td>
<td>Support up to $2,000</td>
<td>Support up to $1,500</td>
<td>Support up to $1,000</td>
</tr>
</tbody>
</table>

**Cash Grant**

A cheque for the approved funding amount made payable to the not-for-profit organization applying for event funding.

**Facility Rental Waiver**

Issuance of a permit for use of a facility or other municipally-owned space for the event where the fee/charge for use has been waived, in full or in part.

**Services-in-kind**

The City of Burlington has a range of community services, municipal services, municipal infrastructure and general advisory services that could constitute contributions to a sport
event. In essence, the financial support granted through the Guidelines and its application process would allow an event to receive services from various City departments. The departments, in turn, would receive payment for these services from Parks & Recreation and not directly from the event organizer through an internal charge back. The spectrum of services-in-kind available is listed here for the information of applicants. In any given year this may be subject to change:

- equipment rentals
- printing/office supplies
- marketing and publicity
- in-city participant transportation

4.5 Funding Evaluation Criteria
The Festival and Events Unit will oversee the allocation of any sport event funding with the assistance of the Special Events Team. The provision of financial support will be evaluated on the basis of need, up to the support limits prescribed per event level, taking into account, but restricted to such factors as:

- facilities required
- event duration
- number of participants
- event financial structure (incl. funding sources/partners)
- validation of past financial performance
- overall economic impact
- event profile and potential city exposure
- community benefit

Event funding applicants will be notified of the status of their event funding application and level of support by the Festival and Events Unit within 3 months.

4.6 Event Acknowledgement
Sport event organizers that receive event funding are required to acknowledge the City of Burlington’s support, as follows:

- print materials – by reproducing the City of Burlington logo or making a written acknowledgement using the following formulation: “(Name of the Event) gratefully acknowledges the support of the City of Burlington.” To appear in or on event publicity materials, news releases and information materials.

- verbal announcements – by mentioning City of Burlington support verbally in public announcements and presentations, press conferences and speeches.

An electronic version of the City logo can be obtained by contacting the Festival and Events Unit.
4.7 Enquiries
Enquiries about these Guidelines should be directed to:

Supervisor of Festival and Events
City of Burlington
426 Brant Street, ON L7R 3Z6
905-335-7724