



Host It! Event Support Program

Information & Application



Program Overview

The Host It! Event Support program was developed to assist Downtown event organizers with value-in-kind and financial support from the DBA. The goal of the program is to encourage organizations other than the DBA to host events Downtown so we can use our resources to support a greater number of events and programs than we would be able to as the sole organizer. Our grant program accepts applications on a rolling basis throughout the year, providing flexibility for event organizers. However, in order to ensure proper planning and coordination, applicants are required to submit their applications a minimum of 90 days prior to the scheduled date of their event. This lead time allows for thorough consideration and logistical arrangements, contributing to the success of the proposed event.

Eligibility

To receive Host It! Support, an event must endeavor to attract a substantial number of attendees, aiming to increase foot traffic in the downtown. The event should actively involve or promote downtown businesses. This can include collaborations with local shops and services, possibly through joint marketing efforts, which encourage attendees to patronize these establishments during or around the event. Events should foster a sense of belonging for all community members with emphasis on community engagement, arts, and entertainment while avoiding discrimination based on political or religious affiliations. In addition, your event must:

- Be open to the public
- Have a Downtown Red Deer Venue inside of the BIA boundaries
- Abide by DBA bylaws
- Create an Emergency Plan
- Obtain event insurance
- Obtain relevant licenses and permits
- Provide recognition to the DBA for the support
- Have a long-term action plan to move away from DBA Support
- Have a strong leader and committee that demonstrates the willingness and ability to execute a successful event
- Enter into a Letter of Understanding (LOU) that outlines the roles of each party
- Complete a Post Event Report as outlined in your LOU

Benefits Of the Program

Successful applicants are able to access the following types of support from the DBA:

- **Financial Assistance:** Access financial assistance of up to \$500, based on a review process, towards reimbursement of venue rental, advertising costs, insurance, and facilitation of permitting and licensing processes.
- **Name Recognition:** Visibility and recognition by being associated with the Downtown Business Association (DBA) and use of DBA Logo.
- **Marketing Support:** Receive assistance with marketing strategies and benefit from free radio advertisements (20-25), social media campaigns, inclusion on the DBA events calendar and email campaigns, amplifying the event's reach to a wider audience.
- **Meetings for Guidance and Logistics:** Gain access to meetings hosted by the DBA,

providing ongoing guidance and logistical support. Access help in creating a marketing strategy, event maps, emergency plan writing, permit applications and grant processes.

- **Assistance with City of Red Deer Meetings:** Receive support in coordinating and participating in City of Red Deer meetings relevant to the event.
- **Supporting Guidance Documents and Templates:** Access a range of helpful documents, templates, and resources to assist in various aspects of event planning and execution, streamlining the organizational process.
- **Event Supplies Loan Program:** Provides event organizers with the opportunity to borrow a range of essential event materials, easing the burden of sourcing certain materials needed for the event.

Program Process

1. Application – Submit your completed application form to the DBA a minimum of 90 days prior to your event.
2. Review – We will contact you to arrange a meeting to review your application with you.
3. Once approved, an LOU will be drafted by DBA staff to outline the roles of each party.
4. Initial Guidance and Logistics meeting arranged, with follow-up marketing and event-day success meetings optional.
5. Marketing materials submitted to DBA a minimum of four weeks prior to media launch date as outlined in your LOU.
6. Post Event Report – This must be submitted to the DBA within 30 Days of event completion, according to the guidelines detailed in your LOU.

Additional Information

- For more information or questions about the application contact info@downtownreddeer.com
- Map of the Business Improvement Area (BIA):





DBA Host It! Event Support Program Application

Contact Information

Name of Applicant (Primary Organizer): _____ Date: _____

Name of Organization: _____ # of Committee Members: _____

Email: _____ Phone: _____

Event Details

Name of Event: _____ Date/Time of Event: _____

Location of Event: _____ Estimated # of Attendees: _____

Description of Event (In addition to a schedule of activity, include information on event purpose and objectives, estimated budget and sponsorships, and any relevant partnerships and collaborations):

How will the event engage and benefit the local community, particularly downtown businesses?



Support Request

What specific support or assistance are you seeking from the DBA for your event?

Financial Marketing Logistics & Planning Equipment Loan Out Other: _____

How do you foresee utilizing the support offered? (e.g., financial support for venue rental, planning support for emergency plan writing) include information on what preparations for budgetary considerations and logistics have already been made:

Additional Information or Specific Requests:

Is there any other information about your event or specific support you require from the DBA that hasn't been addressed in the application so far?

The Red Deer Downtown Business Association (DBA) reserves the right to determine the level of support provided for an event. The DBA will not be held liable for costs incurred by events or injuries sustained at events. The DBA reserves the right to withdraw employee, volunteer, and/or financial support and supplies if it is deemed unsafe to proceed with this event or a breach of the LOU has occurred.

Applicant Name

Signature

Date

Revised January 2024