

The Waterfront District BIA

# Sponsorship Opportunities



**#liveoutsidethebox**

[www.thewaterfrontdistrict.ca](http://www.thewaterfrontdistrict.ca)



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Dear Potential Sponsor:

The Waterfront District BIA (Business Improvement Area) is a not-for-profit business association. We are jointly funded by the property owners, businesses and the City of Thunder Bay. We are dedicated to the redevelopment and promotion of a vibrant and healthy downtown north core.

A BIA is integral to advancing a distinct, livable, vibrant and resilient business district in its local community. Our mandate and goals include promoting the area as the place to *shop.eat.play ... stay, live, work and do business* along with several beautification projects. We work closely with the City Divisions and individual organizations hosting their events in the downtown north core. We have included an overview of the BIA including our projects and services.

On behalf of the Board of Management we invite your business to consider becoming a sponsor of the Waterfront District BIA. Attached is a listing of the details of our sponsorship opportunities. There are a variety of ways in which your organization can receive exposure and promotion through the Waterfront District BIA.

We welcome the opportunity to discuss the options available and to review the possibilities of our partnership. We will follow up on this package shortly.

If you have any questions, please feel free to contact me.

Sincerely,

Jim Comuzzi  
Chair



## Sponsorship Opportunities

Cash or In-Kind Equivalent

SPONSORSHIP BENEFITS	DIAMOND \$5,000 +	EMERALD \$3,000	SAPPHIRE \$1,500	AMETHYST \$500
1. media release announcing the sponsorship	✓	✓		
2. display your logo on the center window at the former Eaton's building	✓	✓		
3. place an ad with your company's name/logo with a link to your website on our website sponsorship page	✓	✓	✓	✓
4. acknowledge your sponsorship on our Facebook page with @mentions of your social media handles	✓	✓	✓	
5. acknowledge your sponsorship with logo and link to your company's website in our newsletters	✓	✓		
6. publish a feature story about your sponsorship in our newsletter	✓			
7. acknowledge your company in our Annual Report	✓	✓	✓	✓
8. complimentary tickets to our AGM & Member's Reception	6	4	2	1
9. a public thank you of your sponsorship at our AGM	✓	✓	✓	✓
10. opportunity to display your company signage at our AGM	✓			
11. speaking opportunity or play a video ad about the sponsorship at our Annual General Meeting	✓			
12. mention the sponsorship with name or logo on selected print advertising	✓			



## About Us

Our Vision for the Waterfront District BIA is to be *a vibrant, diverse, mixed-use downtown area where residents and visitors collectively gather to enjoy a variety of business, shopping, entertainment and recreational activities in a safe and beautiful environment.*

### Purpose:

- Beautification
- Marketing
- Promotion
- Enhancement of tourism in our area
- Education
- Your liaison to Municipal Government

### Projects & Services:

1. Planters and flowers
2. Street banners
3. Star lights and tree lighting
4. Decorative tree guards
5. Garbage bins
6. Bike racks
7. Seasonal decorations
8. Annual spring clean up
9. Seagull Management Program
10. Special Events
11. Advertising & promotion
12. Social Media – website, Facebook & Instagram
13. Sponsorship donations
14. BIA Bucks donations
15. BIA gift certificates for purchase to promote *shop.eat.play. ... stay, live, work and do business* downtown

### What is a BIA?

A Business Improvement Area (BIA) is a not-for-profit association of the property owners and businesses in a geographic district within a municipality. It is managed by a volunteer Board of Management. The Board of Management is comprised of property owners, businesses and two members of City Council.

### BIA's Goals

The Waterfront District BIA's priority areas continue to focus on maintaining essential services to all its members, and being a partner in addressing downtown development and growth. All of our projects and services including our beautification projects, enhance our residents and visitors downtown experience. We promote the area as a place to shop, eat, play ... stay, live, work and do business.



## Sponsorship Form

### Sponsorship Level

☐ Diamond

☐ Emerald

☐ Sapphire

☐ Amethyst

Company Name

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Address

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City

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Province

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Postal Code

---

Telephone

---

Contact Person

---

Email

---

Website

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☐ Cheque Enclosed

☐ Invoice Required

Thank you for your support.