

# JIM DEVA PLAZA

## Guidelines for the Jim Deva Plaza Event Sponsorship Application

### **Investing in the community**

The Jim Deva Plaza supports events and initiatives that bring residents, families and visitors together and enhance the livability of the West End and the vitality of Davie Street. Activations, whether they include celebrations, one-off or ongoing events or community programming, help enliven the plaza and contribute to its success. Sponsorship from the plaza aims to showcase Jim Deva Plaza as a vibrant gathering space throughout the year.

The plaza supports non-profit organizations, charities or individuals that organize events through financial and/or in-kind contributions. Applications for sponsorship will be evaluated against the plaza's sponsorship criteria (see below). The organizers will be required to produce an agreement for the plaza coordinator's signature which ensures programming commitments are upheld for the sponsorship dollars requested.

### **Sponsorship criteria**

**Focus.** The plaza seeks to sponsor a diversity of events/celebrations. Sponsored events/celebrations may focus on arts & culture, traditional holidays, shopping, dining or community building. The plaza does not sponsor political events or rallies, professional conventions, corporate vending or fundraising efforts.

**Celebration.** Events ideally showcase the West End community and the heart of Davie Village and/or celebrate its diversity. The plaza should be seen as a place where neighbours, businesses and visitors can gather together.

**Exclusivity.** The plaza does not support exclusivity. In fact, the plaza encourages as much partnership and involvement of the community as possible. All events must be free and open to everyone. However, due to permitting requirements and the limited size of the plaza, generally one activation will occur in the plaza at any one time.

Application. All applicants must fill out the online application by the deadline listed on the plaza website. Information to be included: organization's name/identity; event purpose and plan; expression of funding need; identification of other funding sources; identification of a coordinator or key contact; and past event experience.

Amount. The plaza can provide up to \$500 for one-time events and up to \$1000 for recurring events. An event budget will be required.

Financial Need. Sponsorship will be given based on the financial need of applicants as well as their ability to demonstrate a 'leveraging' of resources. Ideally, event organizers can demonstrate that they have secured funding from other sources.

Timing. The plaza aims to provide opportunities for community participation throughout the year. Events in shoulder season months (September to November and March to May) will be given preference.

Collaboration. Successful applicants will work with the plaza coordinator to improve event planning to enhance quality and/or mitigate challenges. This planning feedback will be provided prior to event launch and does not replace volunteer time/labour needed to develop a solid event plan appropriate to the scale and complexity of the initiative.

Support. Related to the above, the plaza coordinator is available to meet with groups in advance of the application deadline. This will help organizations who have never held events in the space. The purpose of this meeting would be to answer logistical questions about programming in the plaza and not about sponsorship details.

Approval. As a city-owned public space, all events in the plaza must apply for a permit from the City of Vancouver Film and Special Events Office (FASE). Sponsorship application and approval does not replace this process. The FASE application can be made without sponsorship approval. For more information visit the plaza website at: <http://westendbia.com/neighbourhood/jim-deva-plaza/apply-hold-event/>

**More information.** For more information, contact Tess Munro (Plaza Coordinator) at 604-696-0144 ext. 225 or [info@jimdevaplaza.ca](mailto:info@jimdevaplaza.ca)