



HOST IT! EVENT SUPPORT
Program Information & Application



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HOST IT! EVENT SUPPORT PROGRAM

Program Overview

The Host It! Event Support program was developed to assist Downtown event organizers with value-in-kind and financial support from the Red Deer Downtown Business Association (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. Applicants may apply anytime, however it is generally best to apply a year in advance if applying for funding due to budgeting timelines.

Eligibility

To receive Host It! support, an event must meet the following criteria:

- Have a Downtown location
- Abide by DBA bylaws
- Encourage people to come Downtown
- Encourage local business engagement
- Have an emergency plan
- Provide event insurance
- Be non-political in nature
- Provide recognition to the DBA for the support
- Have a long term action plan to move away from DBA support
- A strong leader or committee that demonstrates the willingness and ability to execute a successful event
- Have a succession plan
- Enter into a Letter of Understanding with the DBA that outlines the roles of each party
- Complete a Post Event Report (The specifics required for this will be outlined in your Letter of Understanding)

Application Bonus Points

Events that meet the following criteria have a higher likelihood of receiving DBA support through the Host It! Event Support program:

- Outdoor events
- Winter events
- Free events that the public can attend
- Events that show strong sponsor support

Benefits of the Program

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

- Brand name recognition
- Social media marketing
- Radio advertising
- DBA member advertising
- Assistance with permit applications
- Assistance with grant applications
- Assistance with City of Red Deer meetings
- Event experience – We’re happy to provide guidance and share our knowledge on best practices for event hosting
- Emergency plan writing
- Graphic design services
- Poster printing

Application Process

1. Application – Submit your completed application form to the DBA
2. Meeting – We will contact you to arrange a meeting to review your application with you
3. Letter of Understanding – This will be drafted by DBA staff to outline the roles of each party
4. Event execution
5. Post-Event Report – This must be submitted to the DBA within 30 days of event completion, according to the guidelines detailed in your Letter of Understanding



DBA Host It! Event Support Program - Application

Date of Application _____

Name of Applicant _____

Name of Organization _____

Structure of Organization (Charity, Society, Corporation, etc.) _____

Phone (main): _____ Phone (alternate): _____

Email: _____

Names of Committee Members _____

Date of Event (if known) _____

Name of Event (if known) _____

Description of Event _____

Type of support required _____

Is there anything else you'd like us to know about your event? _____

Applicant Name

Signature

Date

The 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 insurance support and supplies if it is deemed unsafe to proceed with the event.