

TIMES COLONIST

Sponsorship/Community Partnership Guidelines

Overview

Every year, the Times Colonist supports numerous events and organizations that help make our community a better place. We are able to provide significant community support because our business is strong. The advertising we sell, both in print and online, sustains our business. Any opportunities to increase sales of the newspaper or generate advertising revenues enhance our ability to support the community.

What Are You Looking For?

Through its **TC Literacy** program, the Times Colonist raises money to fund **literacy-related projects** on Vancouver Island. If you are looking for support for a literacy-related event, program or organization, please contact our Hilary Cleverley at tcbookdrive@timescolonist.com. Generally, the applications are submitted in the fall and funds disbursed at the beginning of the following year.

We work with a number of **arts-related groups, concert and festival promoters** to support our robust arts community. If your request is for support in the arts, please contact Margaret Long at m-long@timescolonist.com, 250-380-5246.

Some organizations are looking for a **silent auction item or a door prize**, Peter Baillie at pbaillie@timescolonist.com can assist with these requests.

For other events/organizations the advertising department coordinates sponsorship. **Our participation is in the form of advertising space provided at cost to organizers.** This valuable space is ideal for letting our readers – 69 per cent or 217,000 adults in Victoria – know about your events and it gives you a way to thank your sponsors publicly. These requests are subject to a formal review, please read on.

Process

The TC Sponsorship Committee meets once a month to review written requests for support. We need an outline of some basic information about your organization and/or your event. We are looking for the same elements that make a good newspaper article: the who, what, when, where, why and how.

Tell us about your organization:

- **Who** are you?

Organization/group name, an idea of your overall goals/mission, Who is your board of directors/advisory board? Are you a registered not-for-profit society or charity? Are you volunteers? Do you currently advertise with or subscribe to the Times Colonist? Have you worked with the Times Colonist previously?

- **What** are you doing that you need help with?

Share the details of your event or project. Get us excited.

- **When** are you planning to execute your plan?

- **Where** is this all taking place?

- **Why** are you doing this?

Explain your expected outcomes or goals for this event/project i.e. specific dollars raised for a cause, number of animals adopted, etc. *Times Colonist Sponsorship Guidelines*

- **How** does this all happen?

Share the details of the plan's execution. What's your ballpark budget? How are you publicizing your event and how much are you spending on this? Do you have other sponsors/partners?

Tell us about a possible relationship with the TC:

NOTE: Sponsorship is coordinated by the advertising department and coverage of your organization/event by our newsroom in the form of articles or photographs is decided upon independently. This is NOT negotiable as part of a sponsorship agreement.

- **What** are you looking for from the TC?

Yes, advertising . . . explain how you will use it i.e. to sell tickets, to thank sponsors, etc. How many ads are you looking for?

- **Why** is this a good deal for the TC?

Our main goals are to reach **new** readers/potential subscribers and **new** advertisers. How will partnering with you help us do that? Is there an opportunity for us to raise funds for either Raise-A-Reader or the Christmas Fund?

What you need to know about partnering with the Times Colonist

The Times Colonist will only participate as the **exclusive print** sponsor. We will work side by side with other media.

Preference will be given to community-based organizations and projects that:

- Have a broad reach and profile – the more people that participate/benefit, the better
- Demonstrate sound management, project excellence and financial self-sufficiency
- Directly impact the community we serve
- Provide good opportunities for recognition of Times Colonist support
- Contribute some money toward advertising

The Times Colonist logo we provide must appear on all event or program promotion, including but not limited to:

- Print materials, including posters, signage, billboards and merchandise
- Broadcast media, including television, radio and cable (If these partners will not include our logo/name in their ads, we will not include theirs in the newspaper ads.)
- Interactive media, including websites, on-line listings, e-mail campaigns and banners

We do our best to place ads in requested sections, but placement cannot be guaranteed. Occasionally, promotional ads are moved from one section to another. Camera-ready artwork is required; we will provide you with digital ad preparation guidelines.

All Times Colonist sponsorships are formalized with letters/emails of agreement, which are generated by the Times Colonist and co-signed/acknowledged by the organization.

Submission

Please submit your proposal **2 to 3 months before your event/project** so we can process your request and help you build a meaningful campaign.

Proposals and questions (both are welcome!) should go to:

Email: pbaillie@timescolonist.com