



Sponsorship/Community Partnership Guidelines

Every year, the Times Colonist supports numerous events and organizations that help make our community a better place. **Most of our participation is in the form of advertising space provided at a discount or, in some cases, at no cost to organizers.** This valuable space is ideal for letting our readers -- 76 per cent of adults in Victoria -- know about your events and it gives you a way to thank your sponsors publicly. We very rarely provide cash-only support. Sponsorship is co-ordinated by the advertising department. Coverage of your organization by our newsroom in the form of articles or photographs is decided upon independently and is not negotiable as part of a sponsorship agreement.

We are able to provide significant community support because our business is strong. The advertising we sell, both in print and on-line, sustains our business. Any opportunities to increase sales of the newspaper or generate advertising revenues enhance our ability to support the community.

Contact information for some common types of community support:

- Support of **literacy-related projects** from the Raise-A-Reader fund, visit www.raiseareader.com
- Support for the **arts** (concerts, shows and arts festivals). Contact: Margaret Long, mlong@timescolonist.com, (250) 380-5246
- Providing **auction prizes or buying ads** in event programs. Contact: Tanya Chassé, tchasse@timescolonist.com, (250) 380-5241
- **All other initiatives**, please read on.

What the Times Colonist should know about you

In order to make good decisions on community support, we request that you supply the following information in writing for consideration by the sponsorship committee:

- Describe your project or event and its objectives: i.e. who, what, when, where, why and how
- Explain why you believe the Times Colonist would have an affinity with your project or event
- Provide a brief history of the project or event and details about partners, past projects, and parties involved
- Indicate the benefits to our community and/or the desired outcome of the project or event
- Indicate the commercial and/or other benefits to the Times Colonist; how will partnering with you will enhance the Times Colonist's business? This could include exposure to your target audience (include any research to document audience reach and awareness of the project or event), and/or what you are offering your sponsors of various levels
- Include a general budget, noting your overall marketing budget and how much money you have to spend with the Times Colonist
- Clearly state your specific sponsorship request and how you plan to use advertising in the Times Colonist
- Indicate your organization's current level of Times Colonist advertising (if applicable)
- Indicate your not-for-profit or charitable status
- Provide a list of board of directors or advisory board members (if applicable) indicating who subscribes to the Times Colonist
- Provide print samples (or photos of merchandise and signage) from previous years (digital works best)
- Provide publicity samples (clips or tapes) from previous years (we can return hard copies)

What you need to know about partnering with the Times Colonist

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

Events or organizations that can provide opportunities for us to raise funds for Postmedia's Raise-A-Reader program or the TC Christmas Fund as well as raising our profile in the community are the most interesting to us.

We generally partner with events or organizations with local objectives and fundraising goals.

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

- Have a broad community reach and profile
- Demonstrate sound management, project excellence and financial self-sufficiency
- Reflect Times Colonist business interests, target audiences, geographic areas of operations and corporate values
- 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
- Interactive media, including websites, on-line listings, e-mail campaigns and banners

In some cases, the Times Colonist name can appear in lieu of the newspaper logo; however, this circumstance must be negotiated in advance.

The Times Colonist makes every effort to place ads in requested sections, but because of breaking news and other unpredictable space demands, placement cannot be guaranteed. Occasionally, promotional ads are moved from one section to another. If a sponsorship ad is bumped out of the newspaper completely, a make-good will be provided. Camera-ready artwork is required on all promotional advertisements in the format suitable to the Times Colonist. (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 by the organization chair.

How to submit proposals for sponsorship

Please submit your proposal **preferably three months prior to your event/requirements** so we can process your request and build a meaningful campaign.

Please send proposals to:

Email:

tchasse@timescolonist.com

Regular Mail:

Sponsorship Request
Times Colonist,
2621 Douglas St.,
Victoria, B.C. V8T 4M2

Requests for sponsorships will be evaluated at a regular meeting held approximately once a month. Applicants will be notified whether they are successful or not after the meeting in which their project was reviewed.