

Event Sponsorship Program Information and Guidelines



We will be updating and modifying the program as needed based on feedback and results

What This Program Is

This program is to help fund small events in the Argyle/East London area through either direct monetary funding or supportive funding through Argyle Currency Gift Cards.

The intended goal of this program is to support local community building and commerce as well as build relationships between the two.

What Events We're Looking For

The Argyle BIA is looking to sponsor events that help us support our mission statement; community focused and appropriate for all ages.

To foster a sense of community between the business members of Argyle as well as it's residents while supporting the area through promotion and beautification initiatives that encourage the continued success of the area.

- Argyle BIA Mission Statement

When to Submit Applications

During **2025**, we will be accepting applications starting **March 1** to **May 1** and we will reopen applications starting **August 1** to **November 1**.

Applications must be submitted **at least** a month before the event date to allow adequate processing time for the BIA staff. You can expect to hear from us within a weeks time.

****Applications may close early if funding runs out****

If you have been **approved**, we will then coordinate a date to meet with you to discuss your application further.

If you have been **denied**, we will send an email letting you know with a brief explanation as to why your event did not meet our criteria. If you wish to resubmit an event application after a denial with changes based on our feedback, you may do so.

Program Guidelines and Information

- Applications are approved on a **first come, first serve basis**.
- We require the Argyle BIA to be tagged and our logo featured on event media/marketing as well as a "Thank You" post after the event.
- Media materials with our logo must be sent to us before they are printed/posted for review (we will make sure approvals are sent out in 24hrs or less)
- There is a max funding cap at \$1750

ARGYLE CURRENCY GIFT CARD PROGRAM

- A list of all participating businesses that accept Argyle Currency Gift Cards is up on our website (www.argylebia.com/currencygiftcard) and can also be found on page 3
- This is a great program to help show appreciation to volunteers i.e., covering the cost of food, event day t-shirts, thank you gifts, etc.,

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***Keep in mind that this program is a pilot in its first year.**

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Program Guidelines and Information (continued)

MONETARY PROGRAM

- Monetary funds must be spent at Argyle BIA businesses unless otherwise approved by a BIA representative
- When sourcing vendors, we ask that you provide quotes from two different businesses where possible
- We will require receipts and invoices for all items/services purchased with monetary funds
- You will receive 60-70% of the agreed upon funding amount before the event. The rest of the funding will be released once we have verified your purchases and finalized your post-event paperwork

Event Assets

The BIA is in a position to loan out some of it's event assets **for free** though we do require a damage deposit that will be fully refunded upon return of the assets. They are loaned on a first come, first serve basis so the earlier you put in your request the more likely you will be able to reserve it.

Please note: pick-up, delivery, and return of the assets are the responsibility of the event hosts.

ASSET	INVENTORY	DAMAGE DEPOSIT PER ITEM	The damage deposit is 2/3rds of the retail price of each item.
TENT WEIGHTS (48LB)	8	\$15	
FOLDING TABLES (6FT LONG)	7	\$55	The damage deposit listed is for one single item. If you were to borrow 2 folding tables your deposit would be: $2 \times \$55 = \110
POP-UP TENT (10FT ²)	3	\$115	
BLUETOOTH SPEAKERS (UE MEGABOOM 3)	5	\$136	The actual inventory availability will vary.
OUTDOOR HEATERS (48,000 BTUs)	7	\$150	

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Argyle Currency Gift Card Participating Businesses

AVF HOBBIES

1620 DUNDAS STREET

BUTTER BITES CAFE

1494 DUNDAS STREET

CELLULAR MAGICIAN

1826 DUNDAS ST

CHUCK'S ROADHOUSE

310 CLARKE ROAD

COULTER'S PHARMACY

1709 DUNDAS STREET

EXTREME INDOOR GOLF

1790 DUNDAS STREET

ENCHANTÉ HAIR STUDIO

1700 DUNDAS STREET

FAMOUS FLOWER CANNABIS

1777 DUNDAS STREET

FG AND CO. BEAUTY LOUNGE

1980 DUNDAS STREET

FOREST CITY MARIJUANA

1470 DUNDAS STREET

FOREST CITY SURPLUS

1712 DUNDAS STREET

FOREST CITY VAPE

1470 DUNDAS STREET

GAMESTOP

1925 DUNDAS STREET

GANGER TIRE & AUTO

1525 DUNDAS STREET

GARDNER AUCTIONS INC.

1801 DUNDAS STREET

HAIR FANTASY

332 CLARKE ROAD

IT'S NOT SMOKE, IT'S JUST VAPOUR

1777 DUNDAS STREET

MIKE'S MEAT MARKET

1866 DUNDAS STREET

PIZZA PIZZA

1836 DUNDAS STREET

RE-CHARGE HEALTH & WELLNESS

1553 DUNDAS STREET

RAZORS BARBERSHOP

1631 DUNDAS STREET

RED SWAN PIZZA

332 CLARKE ROAD

SMOKIN' JOES BBQ

1920 DUNDAS STREET

SOUTHWEST PET

1641 DUNDAS STREET

THE GAME CHAMBER

1700 DUNDAS STREET

TRUE NORTH BARBER

1836 DUNDAS STREET

WAREHOUSE GUYS

1470 DUNDAS STREET

WRAP BOSS AUTO SPA

1982 DUNDAS STREET

GIBRALTAR WEEKEND MARKET

1712 DUNDAS STREET

A LIL' SLICE OF HEAVEN

BEAR'S DEN NATIVE CRAFTS

BYRNE'S KITCHEN

CELL CARE

CRAKLIN'S FISH & CHIPS

KEURIG IN THE MARKET

ED'S FRIES

SMOKELESS JOE'S

THE AMAZING HOME STORE

NUMBSCULLS

QUEENSLAND BARGAIN ZONE

PROSPECTOR FROZEN FOODS

U.S.EH!