Poole BID Event Sponsorship Policy

1. Purpose

Poole BID (Business Improvement District) supports events that enhance the vitality of our district, attract footfall, and benefit BID levy-paying businesses. This policy outlines the criteria and process for applying for and assessing event funding.

2. Objectives

Event sponsorships must support at least one of the following objectives:

- Increase footfall in the BID area
- Promote local businesses and encourage local spending
- Improve the profile and image of Poole town centre
- Encourage collaboration between businesses and the community
- Support seasonal or thematic marketing campaigns aligned with BID objectives

3. Eligibility Criteria

To be considered for sponsorship, an event must:

- Take place within the Poole BID boundary or demonstrably benefit businesses in the district
- Be open to the public and inclusive
- Support BID business objectives and themes
- Demonstrate clear plans for promotion, safety, and delivery
- Not promote political, religious, or divisive causes

Priority will be given to:

- Events organised in partnership with BID levy-paying businesses
- Events that have measurable outcomes such as footfall, engagement, or media coverage

4. Application Process

1. Application Submission: Applicants must complete and submit the Event Sponsorship Application Form available on the Poole BID website.
2. Supporting Documents: All supporting documents/evidence should be submitted with your Application Form, including detailed cashflow and marketing plans.
3. Deadline: Applications must be submitted at least 12 weeks before the event date to be considered.

4. Review and Approval:

- Applications are reviewed at the next scheduled Poole BID Board Meeting.
- Decisions are made by a vote of the Board of Directors.
- Applicants will be notified within 7 days of the decision.

5. Funding Conditions

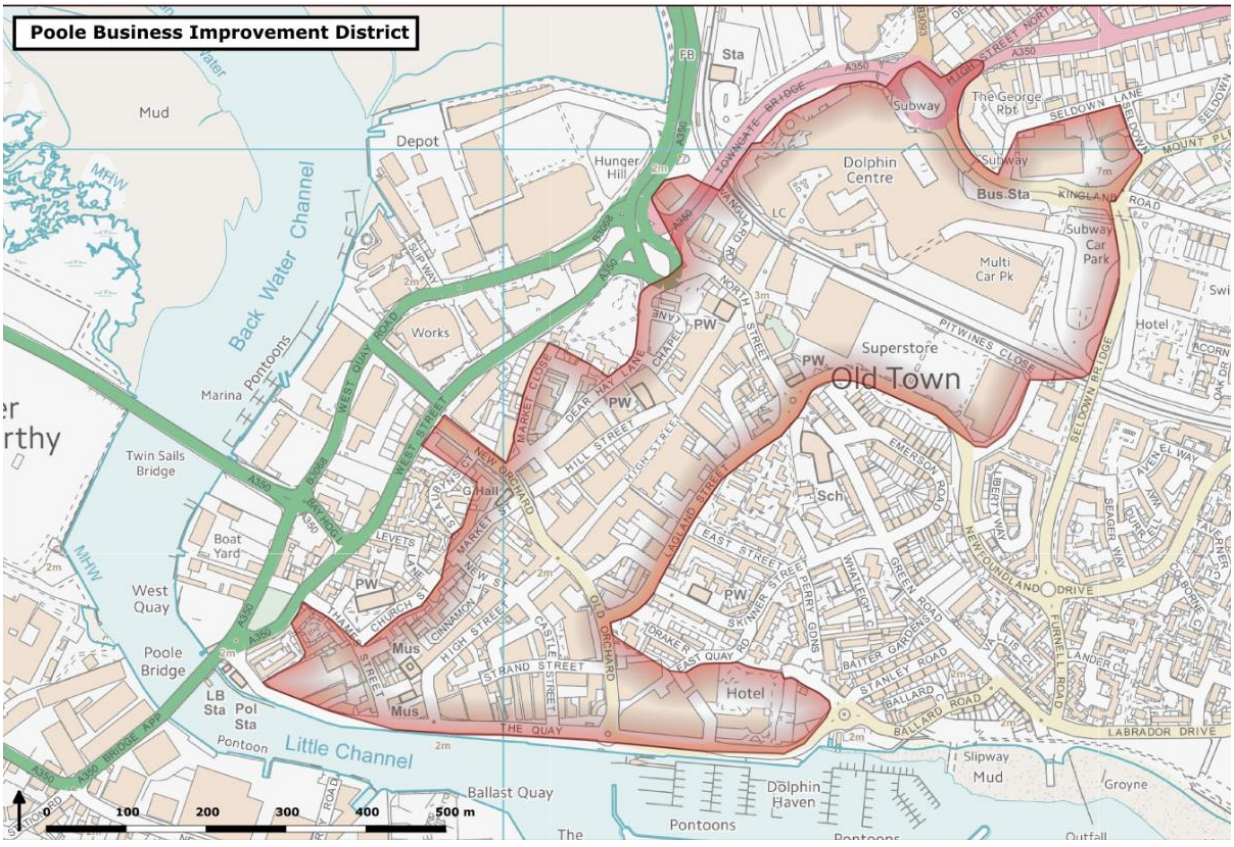
• A formal sponsorship agreement may be required.

• Poole BID branding must be included in event promotion (e.g. logo on posters, social media tags, etc.).

• A post-event report may be required, detailing outcomes such as footfall, business engagement, or lessons learned.

• Poole BID reserves the right to withhold or recover funds if the event significantly deviates from the agreed plan.

6. Limitations

• Sponsorship is not guaranteed and is subject to available budget and strategic priorities.

• Repeat applications may be subject to additional scrutiny to ensure broad distribution of funding.