

COMMUNITY PARTNERS

2017

ABOUT THE NEWTON BIA

The Newton Business Improvement Association (Newton BIA) is made up of a group of property and business owners who are passionate about revitalizing and improving the opportunities for businesses in the Newton Town Centre area. To accomplish this we want to hear from tenants and property owners on what would make a difference for them.

The benefits of a BIA include:

- Promote safety and beautification for the area
- Encourage residents to shop locally
- Affordable cost shared by all Newton Town Centre businesses
- Controlled by Newton Town Centre business and property owners
- Low overhead with maximum marketing investment
- One voice to advocate for our business community

PARTNERSHIP HIGHLIGHTS

- ✓ *Exhibition space at all Newton BIA events**
- ✓ *Recognition on all marketing materials*
- ✓ *Social Media Mentions*
- ✓ *Mention as a Newton BIA Partner**

**Dependent on Sponsorship Level*

PARTNERSHIP BENEFITS

Marketing and Promotion

Community awareness for the Newton BIA programs and festivals will be developed through a comprehensive marketing program that includes, social media, the Newton BIA website, posters, information sessions directed toward the community, and other advertisements.

Community Goodwill

By sponsoring these high-profile community events and programs, partnership is your way to give back to the community as a supportive and caring corporate citizen. Partnership contributes to securing a legacy for the Newton community and ensures a strong financial base for the Newton BIA events and programs.

Heightened Brand Awareness

Supporting Newton BIA events provides a fantastic opportunity for extensive promotion and brand exposure through an alliance with a high-profile community event or program. You will be able to refer to your company as a 'partner' and use the Newton BIA brand to promote your products or service.

Captive Audience

Partners benefit from the attention of a captive audience of all ages in events and programs focused around community, sport, family, and the arts.

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PARTNERSHIP OPPORTUNITIES

The strength of a community is its people. Newton must take ownership of its future and community buy-in is essential to ensure long term vibrancy and optimism. That is why the Newton BIA is committed to the revitalization of the Newton Town Centre and our programs and events are a massive part of that plan.

The Newton BIA wants you to be part of the momentum. As a community partner, you have the opportunity to financially support the initiatives that are going to change the media and public perception of Newton to focus on optimism and the rich stories of our multicultural community. It is our time to show that the future lives in Newton, the heart of Surrey.

	<i>Events Partner</i> Spooktacular Newton Groundhog Day Newton Days Newton Talks	<i>Programs Partner</i>
PLATINUM Title Sponsor Presented by Newton BIA & YOUR NAME	\$5000	\$5000
GOLD Activation Sponsor Name on an activity	\$2500	\$2500
SILVER Marketing Sponsor All Marketing and Social Media	\$1000	\$1000
BRONZE Day Sponsor Day of Event Onsite Marketing	\$500	N/A

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PARTNERSHIP TERMS & CONDITIONS

1. All sponsorships will be awarded on a first come, first served basis with the exception of prior agreements.
2. After acceptance, the sponsor must provide the sponsorship funds, logo image and other details required (such as correct use of the sponsor's name, trademarks, company bio) to the Newton Business Improvement Association C/O Nasrin Baji within 10 days of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. Funds must be payable in Canadian dollars. All cheques should be made payable to Newton Business Improvement Association and sent to:

Newton Business Improvement Association
#305-7380 King George Blvd, Surrey BC V3W 5A5

4. All sponsorship materials must be submitted upon request to ensure inclusion in production schedule. Sponsorship pledges after this date may still be accepted with limitations.
5. Sponsorship fee can be given in full or up to 50% in kind based upon prior approval.
6. The Newton BIA or the City of Surrey will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
7. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

Sponsor Company: _____

Lead Contact Name: _____

Lead Contact Phone: _____

Lead Contact Email: _____

Sponsorship Amount: _____

Signature: _____ *Date:* _____