

## **Support for Marquee Festival Funding Recipients**

*Version: February 2, 2023*

Recipients of Marquee Festival funding will be provided with the following support from the City of Brampton.

### **City of Brampton Strategic Communications Department**

1. Digital Tiles
  - A digital tile will be created using a standard template including the event name, date, time, location, URL and a note that the event is supported by Marquee Festival funding.
  - Digital tiles will be displayed on monitors in City facilities and on the Garden Square screen for one (1) week leading up to the event.
  - The City will not include logos or references to event sponsors on the tile.
2. Corporate Social Media
  - The digital tile noted above will be shared on the City of Brampton's corporate Twitter account at least once in the week leading up to the event with one (1) tag to the main social media account associated with the event. The number of social shares will depend on the volume of content scheduled on City's social channels around the time of the event.
  - The City will not share visuals that contain logos of other event sponsors.
  - At least one (1) major announcement from the organizer's social accounts (e.g. media release, announcement of headliners, etc.) will be shared if the City of Brampton's Tourism Office's social media account if Experience Brampton is tagged.
3. Event Calendars
  - Organizers are encouraged to submit their event details to the [Brampton.ca](http://Brampton.ca) event calendar for publication.
4. Mayor/Councillor Quotation
  - Organizers may request a quote from the Mayor or Councillors for use in an event media release. Staff will facilitate requests by obtaining quote approval on the organizer's behalf. Organizers are required to submit a draft release and quote at least two (2) weeks in advance for quote approval.
5. Mayor Brown Promotional Video Clip
  - The Mayor will record a video clip, approximately 15 seconds in length, including the name of the event and encouraging people to attend. The clip will be combined with the screen tile noted above to create a short video the City will share at least once on one (1) of its social media channels. Additionally, the Mayor's clip will be provided to event organizers to include in their own event trailer, if desired.
6. Use of City Logo
  - The City of Brampton logo will be provided for inclusion on promotional materials as an event sponsor. Please place the logo at the bottom of posters, flyers, etc., alongside other event sponsors. The City must approve all uses of the logo before publication. Please provide a draft of the artwork to Heather Frost ([heather.frost@brampton.ca](mailto:heather.frost@brampton.ca)) who will obtain required approvals.

### **Garden Square Screen**

- Events will be added to the rotating Garden Square screen content.

**Tourism Office**

- Staff will meet with each Marquee Festival organizing group to review options for logistic and promotion support.
- Social media support for Facebook, Twitter and Instagram – sharing/retweeting/liking and posting.
- Feature on [www.ExperienceBrampton.ca](http://www.ExperienceBrampton.ca) website.
- Opportunity to promote event at the Brampton Farmers' Market for events scheduled between June 10 and October 7, 2023.