

Event Partnership Program Criteria

Purpose:

The City of Chestermere is available to partner with organizers to ensure events in Chestermere succeed. When partnered with an organizer, the City of Chestermere can provide Communications support and in-house Events guidance and support.

The Event Partnership Program is intended to help local organizers create events for Chestermere and its residents to enjoy. Resources available through the program are determined each budget cycle by Administration and is approved by City Council.

Eligibility:

The Event must:

- Not duplicate existing events organized by the City
- Have an available date that does not conflict with City events
- Primarily serve Chestermere residents
- Align with City values and current Strategic Plan

Ineligible Applicants Include:

- Government or political organizations/institutions
- Organizations that are in arrears of payments with the City of Chestermere

**Ticketed events are eligible for partnership.*

Evaluation Criteria:

Applications are evaluated by the Events Department against the eligibility criteria above. This is done on a case-by-case basis.

General:

- Event must reflect the best general interest of the community of Chestermere and should not promote any ideas or opinions that could be deemed as discriminatory or offensive in nature.
- Organizations shall maintain proper financial records for the project.
- Evaluation of the event will need to be provided to the City of Chestermere.

Application Process:

- Applicants must get in contact with the Strategic Lead of Event Programming & Partnership with an event idea and framework
 - This can be done through email, over the phone, or in-person meeting
- Approved applicants will receive an Event Partnership Program Contract for both the Organizer and the City to sign.