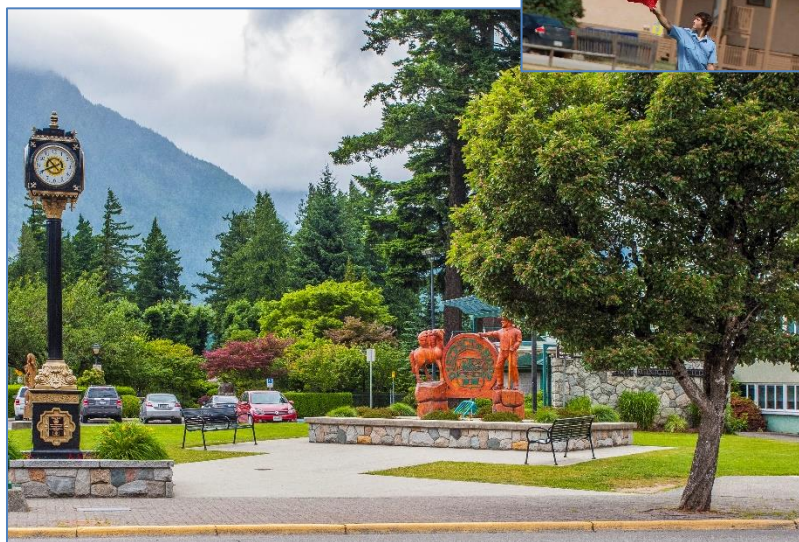




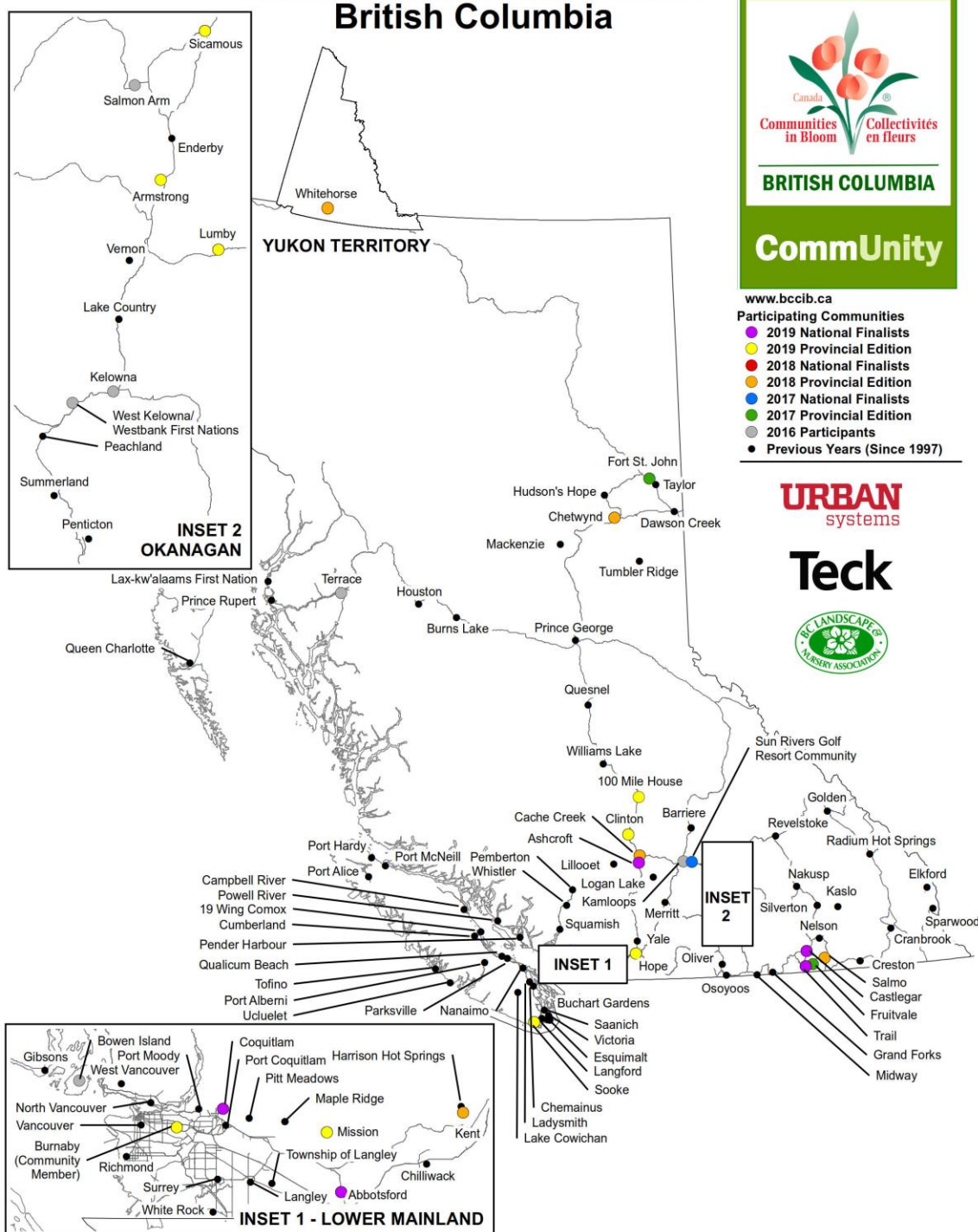
British Columbia Communities in Bloom 2020 Sponsor Information



Enhancing commUnity Liveability

Over 100 BC communities have participated since 1995

Communities in Bloom British Columbia



[Link to participant list](#)

Program

From remote wilderness areas to bustling tourist havens, Communities in Bloom participants celebrate their unique geography, history and horticultural assets by collaborating in the annual CiB evaluation program.

Participants work to enhance their community through their tidiness efforts, environmental actions, heritage conservation, urban forestry, landscaped areas and floral displays.

This dynamic program inspires participants to enhance the visual appeal of their streetscapes, neighbourhoods, public spaces while preserving heritage and cultural assets. It stimulates civic pride and encourages tidiness, beautification and environmental initiatives throughout the community.

Using the collaborative power of local government, business, service clubs and citizens, it is this 'Growing Together' that enhances a community's liveability. It encourages a 'transformation' process that can impact social, environmental and economic aspects of the community.

It is our belief that the BC CiB program compliments British Columbia's world-renowned wilderness beauty and that our continued growth and development will have a positive impact on tourism and general economic prosperity throughout all corners of our Province.



History

National beautification initiatives have flourished in Europe for decades and it was from those successful programs that Communities in Bloom took its inspiration. Beginning in 1995 with 29 communities, the national CiB organization has grown to encompass hundreds of jurisdictions with most provinces hosting a provincial edition.

In 2005 it became important to structure as a registered not-for-profit society. British Columbia Communities in Bloom (BC CiB) was created to administrate all aspects of the provincial edition.

Organization

BC CiB was formed as a society to deliver the Communities in Bloom (CiB) program and support our dedicated volunteers who are specialists in horticulture, parks and recreation and community engagement.

Directors: represent all areas of the province. The board follows the rules and regulations for a registered not for profit society.

Facilitators/Judges: are specialists in horticulture, parks & recreation, parks operations, community management and volunteer coordination. They are additionally trained to deliver the Communities in Bloom evaluation program.

Membership: Since 2008, we have offered individual memberships to attract people from around the province. This is an entry point for future judges and board members.

Community Membership is for past Municipal participants to show their support for our provincial organization.

BC Communities in Bloom provides the framework for enhancing commUnity liveability.

Responsibilities

Each community develops its own 'in Bloom' action committee, ideally with representation from key stakeholders such as: municipal (local government), corporate (local businesses), private (citizens) and institutions (& service groups) sectors.

Committee responsibilities range from:

- generating awareness and enthusiasm by involving citizens of all ages in their effort
- development of sustainable landscape, floral & other beautification projects
- management of long-term heritage and environmental initiatives
- creating the community profile book, arranging tour for evaluation day and hosting of the CiB judges (2 nights maximum)



**"The CiB Program is a Recipe for Success!
It supplies the catalyst to inventory
assets and creates awareness for
key stakeholders to help their town
achieve its full potential."**

Program Details

Registrations are categorized according to population size in order to ensure fairness with respect to available people and other resources. Fees are dependant upon the community's population size. (See the registration form)

There are other non-evaluated participation levels such as: Novice, Friends and Community Showcase.

National and International competition categories will continue to be a challenge for those who desire them.

Evaluation Process & Criteria

During late July of each year, on an agreed date, two judges view about 80% of the community in four sectors: municipal, business/institutions, residential and community involvement. Providing comments and suggestions on:

- TIDINESS
- ENVIRONMENTAL ACTION
- HERITAGE CONSERVATION
- URBAN FORESTRY
- LANDSCAPE (includes Turf & Groundcovers)
- FLORAL DISPLAYS

COMMUNITY INVOLVEMENT was recognized as such a major component of the overall program, it has become a key element for each of the above evaluation criteria.

Results

All participating communities receive a percentage and a rating of one to five 'Blooms'. In addition to their rating, each participant receives a comprehensive report, prepared by trained judges. This report reviews the particular features and projects in each of the criteria areas that the

community has presented and offers constructive hints and recommendations for the following year.

Reports and Bloom certificates are presented at the provincial Awards Ceremony which is hosted by a different community each fall. Communities with a strong score may receive an invitation to participate in the following year's national program.

Of course, all participants are winners with respect to their ability to attract tourism, investment and general economic activity based on being more attractive, liveable communities!

As a nationally recognized evaluation program, the CiB "Bloom Rating" is the "Gold Medal" promoted to citizens, visitors and business as a symbol of excellence within the community, our province, across Canada and to the world!

Program Benefits

Communities that look successful are more likely to be successful, on so many levels. People and businesses want to be associated with an attractive looking community, which is particularly important with respect to potential residents, investors, visitors and others.

It has been our experience that participants tend to be most successful when they have broad involvement from all sectors of their community including:

- ambition to improve their area
- love of gardens and gardening
- support of the Mayor and Council
- pride in their hometown and desire to celebrate its success

Other benefits include:

- mobilizes volunteers and ignites community energy
- increases civic pride

- creates action for elements of municipality's Official Community Plan
- promotes excellence in environmental initiatives, heritage assets
- showcases labour intensive trades of tourism and horticulture
- increases property values, decreases vandalism
- increases tourism appeal, marketing and promotional potential, benefits economic development programs.

The Future

BC Communities in Bloom has developed a sustainability plan that will help guide us into the future. The Board of Directors with our team of Judges are vested in making this a strong organization.

Maintaining a modest operating budget of less than \$50,000/year means we rely upon various sources of funding to help maintain low registration fees. All funds obtained through fees, memberships, raffles, silent auctions and sponsorships cover expenses for:

- Training Volunteers;
- Accommodations for volunteers to participate in the spring workshop and fall awards event
- Travel costs to community participants
- Program development and marketing
- Part-time Administrator and Bookkeeper.

Every year we work hard to grow this program to the benefit of all communities in BC.

We believe that the 'in Bloom' program is the catalyst needed to greatly enhance the overall Garden Image of British Columbia with respect to tourism and to general economic development.

We are proud to be an integral and founding proponent of the GardensBC organization.

Sponsor Benefits

Affiliate your company with a positive initiative designed to promote and reward community liveability through environmental awareness, tidiness efforts and community involvement.

- Provides an excellent vehicle to promote your organization alongside a positive “Good News” program
- Enhances your goodwill with customers and associates
- Provides visibility to a network of decision maker’s through-out BC: mayors, councillors, business leaders.
- Exposure to other BC organizations

Sponsorship Levels

Our Sponsors are afforded name, logo and other promotional visibility, with additional privileges according to the level of their involvement.

Our goal is to ensure that each Sponsor’s relationship with our program is as targeted and beneficial to their business as possible, while complimenting the goals and philosophies of BC Communities in Bloom.

Platinum & Gold Bloom Sponsors are invited to our Provincial Awards Banquet to present a CRITERIA trophy to a community displaying outstanding achievement in one of the evaluation criteria.

Platinum Bloom \$10,000/yr

Sponsor is given category exclusivity in BC

Sponsor will be recognized as an important Platinum supporter through all Gold benefits (including named Criteria Trophy), with additional privileges to be negotiated and approved of by the BC CiB Board. (3-yr commitment to be negotiated)

Gold Bloom \$5000/yr

- Prominent placement of Sponsor logo on BC CiB printed materials for the duration of the program year including newsletters and website
- Official BC Communities in Bloom certificate suitable for display
- Link to your website for the duration of the program year

Full participation in the BC Communities in Bloom Awards Ceremony event includes:

- Your organization’s Name on a CRITERIA Trophy
- Presentation of Award if desired
- Opportunity to distribute promotional materials
- Podium acknowledgement
- Two dinner tickets

Other Sponsor Levels: please see page 7

Gifts In-Kind Exposure negotiated with BC CiB

Sponsors

Gold Bloom: Urban Systems, Teck Resources Limited

Green Bud: Equinox Environmental Products

Community Members: 100 Mile House, Armstrong, Burnaby, Castlegar, Clinton, Coquitlam, Hope, Lake Errock Community Assoc., The Cottages on Osoyoos Lake

Partners: Gardens BC, BC Landscape & Nursery Association, BC Recreation and Parks Association, Invasive Species Council of BC, Langley Sandman Hotel

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Sponsor Benefits	Platinum Bloom \$10,000	Gold Bloom \$5000	Silver Bloom \$2500	Bronze Bloom \$1500	Green Bud \$500
Category Exclusivity	✓				
Additional Privileges to be negotiated and approved by the BC CiB Board	✓				
Prominent placement of Sponsor logo on BC CiB printed materials for the duration of the program year including newsletters & website	✓	✓			
Placement of Sponsor logo on BC CiB printed materials for the duration of the program year including newsletters & website			✓		
Name on Newsletter				✓	✓
Official BC Communities in Bloom certificate suitable for display	✓	✓	✓	✓	✓
Link to your website for the duration of the program year	✓	✓	✓		
Full participation in the BC Communities in Bloom Awards Ceremony event includes:					
Your Organization's Name on a CRITERIA Trophy	✓	✓			
Presentation of Award if desired	✓	✓			
Opportunity to distribute promotional materials	✓	✓	✓		
Podium acknowledgement	✓	✓	✓	✓	✓
Two Awards Banquet Tickets	✓	✓			
Help us plan: Confirm a multi-year commitment of 2 or more years.					

If Sponsorship is not an option at this time, please consider a [BC Communities in Bloom Membership](#).

2020 Sponsorship Pledge

Company Name:

Contact Name and Title:

Address:

City & Province:

Postal Code:

Phone Number:

Fax Number:

E-Mail:

Website Address:

Brief Company Description:

☐ Request Invoice or ☐ Cheque Included (receipt will be mailed)

Please indicate your level of support:

Platinum Bloom ☐ \$10,000 per year

Gold Bloom

☐ \$5000 1-year

Silver Bloom

☐ \$2500 1-year

Bronze Bloom

☐ \$1500 1-year

Green Bud

☐ \$500 1-year

☐ **2-Year or** ☐ **___year commitment** ☐ Donation only \$_____ or in-kind: _____



Thank you!

Please make cheque payable to: **BC Communities in Bloom**
Mailing Address: Suite 102, 19289 Langley Bypass Surrey, BC V3S 6K1

Contact: Catherine Kennedy, BC CiB Executive Director
(604) 576-6506 or email: c.kennedy@telus.net

People, Plants and Pride...Growing Together!