



Request for Event Sponsorship

Events or programs that meet our criteria to support professional development for BC local government staff and elected officials will be reviewed throughout the calendar year. Please provide details as they apply to your event via [email](#). Details of your request may be provided in the form of a letter or within your sponsorship materials.

Sponsorship Criteria:

In general, we would apply the following considerations to any sponsor or partnership opportunity:

- Sightline to MFA clients: BC Local Governments (municipalities/regional districts)
- Sightline to MFA mandate: Financial services, best practices in finance and accounting in a local government context
- Preference for wide appeal – broader impact with many participants

Please note that MFA does not generally provide sponsorship for or fund food and beverage events. Events or partnerships must be related to providing education/supporting professional development.

Sponsorship Requirements:

- MFA is acknowledged as a sponsor, verbally and/or logo display on presentation and promotional materials
- Acknowledged in materials or social media promoting the program
- At an event, MFA will have the ability to have a representative attend and provide a 5-10 minute welcome to attendees.

In your request for support, please include the following information for consideration:

- Description of your organization and the event requiring support
- Why you believe MFA should participate
- What opportunities are provided for MFA to be involved or promoted
- Total funding amount requested, how that amount was derived, and what the total budget event is, and if applicable, other organizations will be supporting the event
- Event details
 - Duration of the event
 - Intended audience and expected attendance and/or capacity
 - Details of the event
 - Topic(s) to be covered
 - Presenters/moderators
 - Resources available to the participants before, during, and after completion