



Tourism Burlington Sport Programs & Services

Tourism Burlington is committed to supporting event organizers with new and/or enhanced events that attract visitors to Burlington, increase overnight hotel stays and profile our tourist attractions while building our overall tourism industry capacity. The following is a list of Tourism services that support local sport events hosted in Burlington.

Tourism Burlington - is a not-for-profit organization that receives annual funding from the City of Burlington, other levels of Government and community partners through cooperative programs.

PROGRAMS & SERVICES

Welcome Services

Tourism Burlington's Visitor Information Centre is located at 414 Locust Street, one block north of Lakeshore Road, on street level of the municipal parking garage. The centre features information on Burlington and Ontario. The centre is open 7 days a week, fall/winter/spring hours 9am-4pm, summer hours 8am-6pm. Come visit us! We offer event organizers welcome service options including:

Greetings & Welcome Letters - Mayor

Contact the Mayor's Office regarding these special requests:

- [Invite the Mayor](#) to a public meeting or event in Burlington
- [Request a congratulatory letter or certificate](#)
- [Request a flag raising](#)
- [Request a proclamation](#)
- [Request a pier lighting](#)

Welcome Bags (team and individual)

We provide compostable welcome bags that may include such items as - a local map, Burlington visitor guide, special event and attraction flyers and coupons, etc. Team or individual bags can be requested. Team bags include 6 copies of each item; individual bags have one copy of each item. Welcome bags must be requested a minimum of 7 days in advance of the event. Event organizers may augment the bags with event specific information or items.

On-Site Information Table (Major Events)

Depending on the number of potential visitors from outside of Burlington and the location of the event and available tourism resources, Tourism Burlington may set-up a static display in the main event facility with information on visiting our city.

Welcome to Burlington Brochure

Gives participants a quick overview of Burlington and what to see & do. This four page flyer is available in print or electronic formats in the following languages: English, French, Mandarin, Italian, Japanese, Dutch, Spanish, German, Urdu and Portuguese.

Accommodations

Tourism Burlington staff can assist event organizers in securing hotel group rates for your event. Hotel rate sheets highlighting hotel amenities, rate and contact information can be created to post on your event website to assist participants in making their selection. Tourism Burlington has created a sport facilities/accommodations map noting primary hotels and sport facilities. This is available in pdf format to post on your website.

Bid and Hosting Services

Event organizers that are submitting a bid to host major events in Burlington are asked to contact Tourism Burlington for letters of endorsement, accommodation profile, city information, photos, etc. to incorporate into their bid package. Event organizers hosting in Burlington that wish to connect with partners in our community are encouraged to contact Tourism Burlington and/or search the tourism [website](#) extensive partner listing.

Activity Ideas

Looking for something to do outside of scheduled event play? Tourism Burlington has a number of [activity ideas](#) for all ages and interests (passive or active, indoor or outdoor), posted on our website or through our visitors centre. To find out what else is happening in the city during your event check the [Burlington Events Calendar](#) so you can encourage event participants to join in!

Burlington Souvenirs

Tourism Burlington's Visitor Services Centre has an array of Burlington and Canada souvenirs including post cards, t-shirts, books, mugs, key chains, magnets etc. These can be purchased during business hours - NOTE we accept cash only.

Burlington/Canada pins can be requested through Tourism Burlington. There is a maximum of 600 pins per local sport organization per year (100/event). Requests must come through the sport organization, rather than individual teams.

Sport Tourism Canada

Tourism Burlington is a member of the [Sport Tourism Canada](#) which oversees sport tourism initiatives for Canada. It offers a number of resources for sport event planners including:

STEAM - Sport Tourism Economic Assessment Model - excel workbook that analyzes an event based on participant/spectator/media profile, length of stay, game schedule, capital expenditures and operating budget. Upon completion it will identify the economic impact of the event on the local economy and the province. Major sport events are asked to complete the STEAM model so that Tourism Burlington can quantify the impact of hosting sport events in Burlington. This tool is available to all sport tourism events in Burlington and can be completed pre and/or post the event at no cost to the event organizer.

Partner with Us!

Any sport organization/business that appeals to or supports visitors in Burlington and area can become a partner. You will receive a **FREE** online website listing on [tourismburlington.com](#), **FREE** bi-weekly Tourism [Partner E-Newsletter](#) plus we will accept information for distribution at the visitor centre. Complete a partner profile online <http://www.tourismburlington.com/partners/signup/submit-partner/>

Marketing Opportunities

Tourism Burlington would be happy to promote your sport events through our bi-monthly partner E-news and social media (facebook, twitter). Please include **#SportBurION & #BurION** when tweeting your sport event so that we can track, follow and re-tweet your message. You can also advertise your sport organization or event in our visitor guide, tear map and on our website [sport event](#) webpage.

Contact Us

If you would like to access the above services or need assistance in hosting your event please contact:

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