

# DOORS *open* RICHMOND

## 2024 PARTNER SITE OPPORTUNITY

Becoming a Doors Open Richmond Partner Site is an ideal opportunity to identify your organization with the very best of Richmond and to broaden awareness about your organization with a diverse audience of all ages.

Since 2008, Doors Open Richmond Partner Sites have welcomed over 300,000 visitors from Richmond and throughout the Lower Mainland.

## ABOUT THE EVENT

The **17th Annual Doors Open Richmond** is presented by the **Richmond Museum Society** in partnership with the City of Richmond. This year's event will be held on **June 8 and 9 [Sat - Sun], 2024** and presents an excellent opportunity to showcase your organization's unique connection to the Richmond community.

The driving theme of the event is to **celebrate multiculturalism, diversity and raise civic awareness** in our city. Each year, we anticipate up to 40 participating venues, many not normally accessible to the public, to open their doors for tours and/or special programs. We would be delighted if yours was one of them.

## Why participate in Doors Open Richmond?

Becoming a Doors Open Richmond partner site is the perfect opportunity to showcase your organization. Your participation will help to provide an unforgettable experience to thousands of visitors by providing free access to some of Richmond's most unique sites.





## Frequently Asked Questions (FAQs)

### Registration

#### **Q: What are the eligibility requirements?**

**A:** Sites must:

- Be located/active in Richmond, BC.
- Offer FREE activities that promote multiculturalism and/or civic awareness.
- Have a venue to offer these activities in and follow all building codes.
- Have the staffing capacity to be active/open throughout the event.
- Be open for at least one full day of the event.
- Have insurance.

#### **Q: How do I participate in Doors Open?**

**A:** To take part in Doors Open Richmond, partner sites need to:

- Complete an initial online registration form in January/February and provide a contact person with access to e-mail for correspondence.
- Complete a second online form in March that clearly defines your program or activities on offer.
- Provide visitation statistics and general feedback after the event.

#### **Q: How do I register my organization/business to be a Doors Open participating site?**

**A:** If you are interested in participating in Doors Open Richmond 2023, email [doorsopen@richmond.ca](mailto:doorsopen@richmond.ca). Kindly refer to the eligibility requirements listed above or on our website [www.richmondmuseum.ca/get-involved/](http://www.richmondmuseum.ca/get-involved/)

#### **Q: If I register my organization as a partner site, what information do I need to provide at the time of the registration?**

**A:** Partner site registration has two steps. During the first step, in January/February, general information about the site, and a contact person needs to be submitted. During the second phase, in early spring, partner sites need to submit their programming details, short descriptions, a promotional photo, and the contact information for the public.

#### **Q: Where can I find the registration form/package?**

**A:** Registration is by invitation. If your site meets the eligibility requirements, please email [doorsopen@richmond.ca](mailto:doorsopen@richmond.ca) to express your interest.



## Participation

**Q: My organization doesn't have a location to participate in-person and host the visitors; can we just have a tent in your venue?**

**A:** Doors Open Richmond partner sites are responsible for securing their own venue. If your organization does not have a permanent site, there may be other registered partner sites who may be able to host your organization during the event. Please contact event organizers at [doorsopen@richmond.ca](mailto:doorsopen@richmond.ca) for more information.

**Q: Can I charge admission to my site or request that every visitor make a donation to charity before entering?**

**A:** No. Doors Open Richmond is part of Doors Open Canada and the international Doors Open movement. These organizations have a mandate to create events that provide free access to local sites and experiences for one weekend a year.

**Q: Does it cost anything to participate in Doors Open as a Partner Site?**

**A:** There is no fee to participate in Doors Open; however, if you would like to make a financial contribution to support the event, please contact the Doors Open Coordinator at [doorsopen@richmond.ca](mailto:doorsopen@richmond.ca).

**Q: What kind of sites can participate in Doors Open?**

**A:** We have a wide variety of sites that participate in Doors Open, both big and small. Partner sites include:

- Heritage sites and museums
- Infrastructure
- Places of worship
- Green spaces
- Specialty businesses
- Civic services
- Cultural centres and organizations
- Civic services
- Restaurants, bakeries and other food and beverage services

Each of these sites showcases a part of Richmond's community and identity. Additionally, access to the site must be **free of charge** during the Doors Open weekend. If the site is regularly available for the general public to access free of charge, additional activities and/or programs will be offered.

**Q: I can only open my site for one of the two event days. Can I still participate?**

**A:** For the best visitor experience, we ask that all sites be open on both event days from 10:00 am to 4:00 pm. We will, however, consider your application as a partner site if you can only open on one full day over the weekend.



**Q: Can my site participate online if we are unable to participate in person?**

**A:** No. Sites must offer an in-person program in order to participate in the event. If you can only host a limited number of visitors we suggest offering a pre-registered program. If you chose to also include some type of digital component that is wonderful, but your main offering will need to be in-person.

## Programming and Visitors

**Q: What activities can I offer at my site?**

**A:** The activities that you offer during Doors Open should showcase **what makes your site unique** and should highlight how your site incorporates our core theme of **multiculturalism, diversity and civic awareness**. Some suggested program ideas are listed below:

- Behind-the-scenes tours – Show people how your organization operates
- Cultural performances
- Workshops and demonstrations
- Invitations to observe religious rituals or ceremonies
- Family activities
- Guided tours of your space

Feel welcome to highlight the interests and passions of your staff, members or visitors. Whether your organization serves a specific community or is open to the public, showcasing the cultural and traditional practices of your community, historic or contemporary, it all helps to tell Richmond's story.

We encourage your creativity in offering visitors a special experience that will create long lasting memories. If you are not sure if your program is suitable for the event or would like some additional support please email us [doorsopen@richmond.ca](mailto:doorsopen@richmond.ca)

**Q: How many visitors can I expect through my site?**

**A:** That depends on the size, location and visibility of your site, and what activities you offer to visitors. Some partner sites welcome over 500 site visitors per day. To maximize visitor numbers, we encourage all partner sites to promote Doors Open Richmond through your own network of contacts. Remember that the quality of the experience is just as valuable as the number of people that attend.

**Q: Who are the visitors of the event?**

**A:** Doors Open Richmond is a free event and open to everyone. Many visitors return every year with new visitors joining for the first time from all over the Lower Mainland and beyond. In recent years, we have seen more families with young children, multigenerational families and new immigrants enjoying the event, as well as many visitors with English as their second language. We encourage partner sites to have plans in place to host families with young children, such as a photo booth, craft table or colouring sheets.



## Support from Doors Open

### **Q: What will I receive from Doors Open Richmond to support my participation in this event?**

**A:** Prior to the event, you will be asked to pick up a partner site package from the Richmond Museum, which will include:

- A sandwich board with your Doors Open Richmond site number (on loan)
- An event map and 11"x17" poster
- Doors Open lanyard nametags (on loan)
- People counter clickers to count the number of visitors to your site over the event weekend (on loan)
- Branded T-shirts for your team to wear during the event

In addition, partner sites will benefit from the centralized promotion of Doors Open through the Richmond Museum and City of Richmond's marketing channels.

### **Q: Does Doors Open Richmond provide volunteers for the event?**

**A:** We encourage all sites to be self-sufficient in providing their own volunteers. Think of Doors Open Richmond as a framework that organizes and promotes the event. Your role is to provide a site with staff and activities to provide a unique and meaningful visitor experience. If you can not secure enough volunteers you may need for your site during the event, please contact us and we will try to support you.

### **Q: How do I recognize Doors Open Richmond event team, partners, and volunteers when participating at the event?**

**A:** Doors Open Richmond event team and photographers will be wearing a Richmond Museum branded gray vest and DOR orange lanyard/nametags. Partner sites representatives will be wearing white branded DOR t-shirt and DOR orange lanyard. Volunteers will be wearing a Richmond Museum branded navy vest and a nametag with orange DOR lanyard.

### **Q: Where can I find more information about Doors Open Richmond?**

**A:** Please visit <http://www.richmondmuseum.ca/doors-open-richmond/> or contact Doors Open Richmond via email [doorsopen@richmond.ca](mailto:doorsopen@richmond.ca).