PARTNER OPPORTUNITY

Becoming a Doors Open Richmond Partner 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 334,400 visitors from Richmond and throughout the Lower Mainland.

ABOUT THE EVENT

The **20th 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 5 and 6 [Sat - Sun], 2027** 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.



How does participating benefit my organization?

Participating in Doors Open Richmond can offer several benefits to your organization:

- Increased Visibility and Community Engagement: Doors Open brings people who may not usually visit your site making it a great opportunity to introduce your organization to new audiences.
- Free Advertising and Promotion: By participating, your organization benefits from the event's overall marketing efforts. Doors Open typically promotes participating locations through various channels like digital media, social media, print materials and more! This free advertising creates the potential for reaching a larger, more diverse audience.
- Expanded Reach: The event can attract a diverse audience, including potential members, donors, and volunteers. Participants might be inspired to support your organization or join as members after attending.
- Promotion of Cultural Awareness and Inclusivity: As a multicultural event, participation can enhance your organization's image as an inclusive and culturally aware space
- Collaboration and Networking Opportunities: Your organization can form connections with other local like-minded groups, leading to the potential of future partnerships
- Strengthened Community Image: By hosting an accessible program, your organization shows dedication to community service potentially raising your reputation and encouraging future support.
- Showcase of Facilities and Programs: Your organization can highlight your facilities, current exhibits, and upcoming programs, potentially leading to return visits.
- Feedback and Visitor Insights: Engaging with a diverse group can provide valuable feedback and insights into visitor interests and areas for improvement in programming or services.

Frequently Asked Questions (FAQs)

Registration

Q: What are the eligibility requirements?

A: Sites must:

- Provide services 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. 10:00 am to 4:00 pm.
- Have event insurance coverage during the event dates

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, email doorsopen@richmond.ca Kindly refer to the eligibility requirements listed above or on our website. 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 registration will open in January and you will be required to fill out all the information about your site, provide a contact person, and all details on your program. We will also ask for links to any pre-registered programs if you chose to that format over free drop-in. **We ask that all pre-registration links remain closed to until May when the Doors Open 2027 is launched to the public.**

Q: Where can I find the registration form?

A: Registration is by invitation. If your site meets the eligibility requirements, please email 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 at your venue?

A: **Doors Open Richmond partners are responsible for securing their own venue**. Organizations that do not have a permanent public-facing location are welcome to participate in Doors Open Richmond by arranging their own temporary or pop-up location. Participants are responsible for sourcing and securing their own location or venue before submitting their registration.

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

Q: Is Event Insurance mandatory to participate in Doors Open?

A: Yes. Having the proper insurance coverage is mandatory for participation. This insurance is important because it protects you from being financially responsible if something goes wrong or if property damages occur while visitors are on site. Insurance coverage must be valid through the Doors Open event weekend.

Q: Where can I purchase event insurance?

A: There are many places where you can purchase event insurance online or over the phone. Some suggestions are: Instant Risk Coverage (IRC), PAL Insurance Brokers, EventPolicy.ca. Feel free to work with your preferred vendor.

** We also recommend that you check with your organization about what your current coverage is. Many organizations may already have coverage through existing policies.

Q: Does Doors Open cover any costs?

A: Doors Open does not cover any of your operational or program costs to participate. The event does provide many in-kind benefits listed above in the section "**How does participating benefit my organization?** On page 2.

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:

- Cultural organizations and facilities
- Community and civic organizations and facilities
- Farms
- Places of worship
- Local businesses and other unique spaces

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 need to 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 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 must 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

Q: I would like to include Food and/or Beverages as part of my program for visitors, how can I do this?

A: All sites are welcome to provide food and/or drinks as part of their programming. However, please note that we will require additional information during registration about what you are offering and how it is being served and prepared. Doors Open and its partners are required to follow Vancouver Coastal Health regulations. We recommend that you contact Vancouver Coastal Health before submitting your Doors Open Registration to ensure you meet their requirements and that you have completed the proper paperwork for food service.

Vancouver Coastal Health - Tel 604-233-3147 or Email: healthprotectionRH@vch.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 while other host around 30. 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: I am concerned that there will be too many people at my site, what can I do to manage this?

A: There are a few different things that you can do to manage crowds:

1. If possible, bring on additional staff or volunteers to help mange entry points and guide visitors.
2. Have clear signage for wayfinding
3. Provide multiple points of interest to spread visitors out. This could be displays, activities, or demonstrations
4. Offer a pre-registered program or tour with limits on how many people can sign up

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 but not limited to:

- 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. However we are here to help. Our volunteer coordinator would be happy to connect with you about your volunteer needs for the Doors Open weekend.

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/nametag. 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 .