

City of Alamosa

# 2021 Sponsorship APPLICATION

For events held **January through June, 2021** Applications are **due December 31, 2020**

For events held **July through December, 2021** Applications are **due April 15, 2021**

Knowing the ever-changing guidelines surrounding COVID-19, the City realizes that events are challenging to plan and that adjustments might be needed as the status with COVID changes. However, since this round of awards includes events through June of 2021, the City remains hopeful that some can begin to be organized.

## Grant Criteria, Requirements and Guidelines

- Event should demonstrate its ability for economic and/or social impact.
- The event must be open to the public.
- All events must take place within Alamosa city limits.
- The grantee must complete the application with as accurate information as possible when estimating items.
- A complete budget must be attached in order for the application to be considered.
- Grant funds are to be treated as a sponsorship. Any Marketing or PR **must include** the City of Alamosa logo.

## Application Review Process

All funding decisions will be made by City Council. A representative of the applying organization may be requested to meet with the City Manager or the Review Committee to clarify or provide additional event information.

The following funding policies apply to grant applicants and recipients:

- Funding is contingent upon the event occurring as proposed and within the proposed timeline. The applicant must notify the City of Alamosa if changes are expected.
- The City of Alamosa may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed in the application or which do not reasonably occur within the proposed dates or times.
- Funding will be awarded on a competitive basis and is not guaranteed. Applicants should be aware that they may not receive the full amount of the grant requested.
- Previous funding allocations do not set precedent for future years.

*Applicants are strongly encouraged to expand their event. The City of Alamosa is favorable to events that are sustainable and have shown growth opportunities, not only with the event, but with the potential exposure and recognition to the Alamosa community. **Applications must be typed.***

Amount Requested \$ \_\_\_\_\_

Total Event Cash Budget \$ \_\_\_\_\_

Date(s) of event: \_\_\_\_\_

Name of Applicant organization \_\_\_\_\_

Contact person: \_\_\_\_\_

Position Title: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Event Website: \_\_\_\_\_

How long has the applicant organization been in existence? \_\_\_\_\_

Is the organizing entity a registered not for profit? \_\_\_\_ Yes \_\_\_\_ No

### **Event Information**

\_\_\_\_\_  
Official Event Name

\_\_\_\_\_  
Venue

\_\_\_\_\_  
Event Website

\_\_\_\_\_  
Social Media Handles

Event Description

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1. Is this event open to the Public? \_\_\_\_\_ Yes \_\_\_\_\_ No
2. What is the cost (if any) to attend event? \_\_\_\_\_
3. Is attendance limited in any way? \_\_\_\_\_ No  
\_\_\_\_\_ Yes If Yes, Please explain \_\_\_\_\_  
\_\_\_\_\_

4. Please indicate how many attendees you expect to attend your event:

- \_\_\_\_\_ Local Attendees
- \_\_\_\_\_ Day Trip Attendees
- \_\_\_\_\_ Overnight Visits-Hotel, RV, AirBnB etc,
- \_\_\_\_\_ **Total** attendees

5. What is the mission or goal of this event?  
\_\_\_\_\_  
\_\_\_\_\_

6. Who is target market?  
\_\_\_\_\_

7. Is there a unique aspect to your event?  
\_\_\_\_\_

8. Why was the date chosen?  
\_\_\_\_\_

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Previously Funded Events** (Complete this section if your event has previously received grant funding from the City of Alamosa.)

- 1. When did you receive the funds? \_\_\_\_\_
- 2. What was the amount of funds you received? \_\_\_\_\_
- 3. Approximate attendance: \_\_\_\_\_
- 4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

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If you are filling out the form in Acrobat Reader, you must save the completed form by choosing File > Save As and renaming the file, otherwise you will lose your typed info when you close the file.

*By submitting this application I/We attest that all of the information is complete and truthful and that the Requirements and Guidelines will be followed.*

Sponsorship applications can be received by regular mail at 300 Hunt Avenue, Alamosa; or by e-mail at [PIO@ci.alamosa.co.us](mailto:PIO@ci.alamosa.co.us).