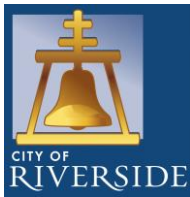


City Sponsorship Program Application

Organization's Information		
Organization Name:		
Registered Federal Tax-Exempt ID Number:		
Executive Director/CEO Name:		
Contact Person Name:	Contact Person Title:	
E-Mail Address:		
Mailing Address:		
City:	State:	Zip Code:
Phone Number: ()	Fax Number: ()	
Affiliated with a "parent" organization? ☐ Yes ☐ No <i>If yes, name of parent organization:</i>		
Preferred method of contact? ☐ Business Phone ☐ Cell Phone ☐ Email <i>Please provide if not listed above:</i>		
Approximately how many people does this organization serve? Describe the services and any fees related to these services. 		
Sponsorship Request		
☐ Monetary Funding: <i>If seeking monetary funding, please read the City Sponsorship Program Agreement, section III.4., and then specify amount requested: \$</i>		
☐ In-Kind Services: <i>If seeking in-kind support, select type of in-kind service requested.</i> ☐ Special Event Permit Fee ☐ Banner Permit Fee ☐ Police Services ☐ Riverside Public Utilities (Go Green Bags: Qty _____) ☐ Booth/City Vehicle Participation <i>Please specify City department:</i> ☐ Facilities <i>Please specify City department and facility:</i> ☐ Parks, Recreation and Community Services Department Facilities/Other <i>Please specify facility or equipment:</i> ☐ Other <i>Please specify:</i>		



City Sponsorship Program Application

List type of recognition the City/Department will receive for the noted funding/in-kind services requested (e.g. name/logo listing, banner, ad, etc.).

Has the City of Riverside sponsored your organization in the past? ☐ Yes ☐ No
If yes, list department(s), date, amount and/or type of sponsorship:

Event/Program

Event Title:

Purpose/Type of Event:

Event Date(s): to Event Hours: to

Will the event be held in the City of Riverside? ☐ Yes ☐ No
If no, specify reason:

Event Location:

Is this an annual event? ☐ Yes ☐ No
If yes, indicate how many years event has taken place:
Please indicate how many years event has received City sponsorship:

Total Event Cost/Budget: \$

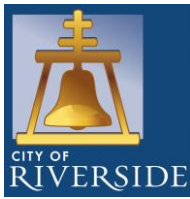
Expected attendance: Attendance at last year's event:

Expected number/percentage of attendees who live in Riverside:

Is the event open to the general public? ☐ Yes ☐ No
Describe target audience:

Is there a cost to attend/participate in the event? ☐ Yes ☐ No
If yes, please provide cost:

There must be an element of the event/project that is free or significantly reduced to attend/participate.
Please describe:



City Sponsorship Program Application

Additional Documents Required

Submit this completed application with the following:

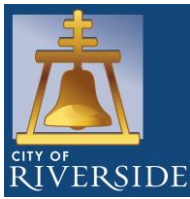
- ☐ A current list of your organization's Board of Directors and appropriate affiliations
- ☐ A copy of your organization's operating and event budget (revenue and expenses). Include any funds from a Community Development Block Grant, City Arts Grant Program, Sponsors or in-kind contributions
- ☐ If applicable, a list of the event's sponsorship opportunities (e.g., name/logo listing, banner, ad, reserved seats, etc.)

Supplemental Data

Describe the festival, special event, or community project for which City funding or in-kind services are requested. Provide details regarding activities, vendors, entertainment.

Please check any of the following elements that are part of your project or event:

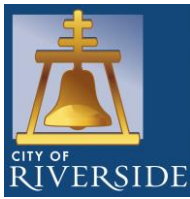
- ☐ Event includes booths related to energy/water resource conservation
- ☐ Event includes booths related to community gardens, farmers market, etc.
- ☐ Event includes free children's activities
- ☐ Event includes reduced fee for students, seniors, military, and/or children.



City Sponsorship Program Application

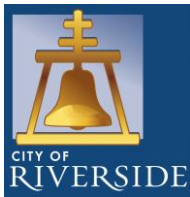
Does the event for which funding is being requested provide services/information that involve green initiatives/sustainability? If so, please describe?

Detail purpose or objective of local festival, special event, or community project for which City funding or in-kind services are requested.



City Sponsorship Program Application

Describe the overall contribution of the festival, special event, community project or program(s) to the community in relation to the goals and objectives of the City as stated in the City Sponsorship Program (*please refer to Section II of the City Sponsorship Program Agreement*).



City Sponsorship Program Application

What are the measurable target objectives that will be used to determine the success of the festival, special event, community project or program(s)? (Please state your objective in terms of concrete numbers and percentages where possible. For example: increase number of participants from Y to Z in the 200X parade; increase customer satisfaction from Y% to Z%. You may utilize the table provided below. Please provide a copy of the survey or other measurement tool that is utilized by your organization to assess outcomes.

Sample:

Objective	Past Year Event (2011)	Past Year Event (2012)	Past Year Event (2013)	Current Year Event (2014)
<i>Increase number of participants</i>	<i>100</i>	<i>175</i>	<i>200</i>	<i>350</i>
<i>Participant Satisfaction</i>	<i>80%</i>	<i>82%</i>	<i>90%</i>	<i>95%</i>

Objective	Past Year Event (20__)	Past Year Event (20__)	Past Year Event (20__)	Current Year Event (20__)