



Special Event Sponsorship Program

Purpose

The purpose of the Special Events Sponsorship Program is to support local organizations who put on events that draw crowds and increase the economic vitality in the Downtown Development Authority (DDA) District. The Downtown Development Authority is interested in providing financial assistance to events in the form of a sponsorship. The intent of this program is to help organizations continue great events, expand on those events, and create new ones.

Eligibility

Any organization who administers a community-wide event within the DDA district, may apply for a sponsorship, the only exception is for religious or political events. The event must be open to the public and cannot be for profit. Any event receiving a sponsorship must include the DDA logo on relevant marketing materials.

Scoring Criteria

- If this event is established, the success of similar events in previous years will be taken into account.
- If this event is established, the number of participants to the event in recent years will be taken into account.
- Will this money fill a budget deficit?
- How will the funds be used?
- Whether the applicant has been awarded special event sponsorships in the recent past.

Funding

The DDA has allocated \$10,000 collected from the 2 Mill Levy, for this program. All projects must be reviewed and approved by the DDA Board. The Special Events Sponsorship Program is divided to support events in all seasons. Submit your application by **December 1st at 5 p.m.** if your event is in January – June. Submit your application by **June 1st at 5 p.m.** if your event is in July – December.

All applicants will be informed of the Board's decision within a month of the application deadline.

How to Submit an Application

Questions

For questions, please contact Cassi Miller as seen below.

Contact: Cassi Miller

Phone Number: (989) 717-4045

Email: cmiller@saginawfuture.com

Complete the Application

When writing your proposal, please keep in mind it will be reviewed by people who may not be familiar with your event or your agency, so be sure your application fully explains the event and what you hope to accomplish. Please be as clear, complete and concise as possible. In addition to required elements, you may attach additional documents if it will help make your case more clear.

Put the Application Together

If emailing the application, include all material in one email if possible. It may contain multiple attachments if needed.

If mailing or dropping off, do not staple individual sections of your application. Binding is not necessary. Using a clip or one staple to keep the application together is most preferred.

Turn in Proposal

It is preferred that applications are emailed, however, they may be mailed or personally dropped off during office hours.

Address: 515 N Washington Ave., 3rd Floor

Saginaw, MI 48607

Attn: Cassi Miller

Phone Number: (989) 717- 4045

Email: cmiller@saginawfuture.com

Office Hours: M-F 8:00 AM to 5:00 PM



Special Event Application Form

Applicant Name: _____

Applicant Address: _____

Phone Number: _____ **Email:** _____

Event Location: _____

Communities Served : _____

Event Description: _____

Sponsorship Funds Requested: \$ _____

Date of Event (or Date Range): _____

Primary Contact Information if Different from Applicant Information

Name: _____ **Work Phone:** _____

Email: _____ **Cell Phone:** _____

Address: _____

Please Include the Following Documents with Submission

- Grant application form
- Detailed written summary of proposed event (Word doc or PDF preferred)
 - *Include items from scoring criteria on page 1 if applicable*
- Project Budget
- Special Event Agreement

All applications are due Monday, September 2nd at 5 p.m.

Project Budget

Itemize all project costs (expenses) and funding sources (revenue), including other grants and sponsors, to the best of your knowledge. Feel free to send your own budget sheet, instead of using this one, if it is more convenient.

Revenue

Sources of funding	Amount	Status	
		Confirmed	Pending
_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Total	\$ _____		

Expenses

Item (materials/supplies, equipment, labor)	Estimated Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total	\$ _____

Special Event Agreement

The undersigned affirms the information provided in this application is true and complete to the best of their knowledge. Furthermore, the applicant understands the requirements of the Special Events Program and agrees to abide by the terms and conditions.

Signature of Applicant: _____ **Date:** _____

For additional information, please contact Cassi Miller at (989) 717-4045 or email at cmiller@sainawfuture.com