



Chandler • Arizona
Where Values Make The Difference

The City of Chandler

Event Sponsorship Funding Program

Fiscal Year 2010-11

Program Overview

The City of Chandler's event sponsorship program is designed to assist local non-profit organizations in presenting events that serve the public and promote Chandler. The mission of the program is to provide support and sponsorship to deserving special events, which enhance the community in the following ways:

- Providing cultural and educational enrichment
- Celebrating our unique diversity, history and heritage
- Enhancing pride and a sense of community
- Promoting a positive image of the City of Chandler
- Endorsing economic vitality

The program is designed to be a short-term assistance as events become established.

Eligibility Requirements

- All applicants must be a **non-profit 501(c)(3) organization**
- Organization may only submit one application for an event
 - Multiple submissions will be not be considered
- Events with multiple co-organizations will only be allowed to submit one application
- Ineligible organizations/events
 - City of Chandler Departments or Divisions
 - For-profit events
 - For-profit/Non-profit partnerships where the benefits to the non-profit organization cannot be demonstrated
 - School events
 - Any event were multiple organizations submit an application

Application Process

All organizations must complete the following application process:

- Sponsorship Funding Application
- Provide a Certificate of 501(c)(3) Status
- Special Event Application (*only if event takes place on public property*)
- Sponsorship Funding Event Budget Form
- Past or Current Promotional Materials

Important application deadlines:

- Applications available – July 7, 2010
- **Applications must be submitted by September 8, 2010 at 5pm**
- Applications reviewed by a committee on September 16, 2010
- Results ratified by the Chandler Cultural Foundation on September 23, 2010
- Notification of Award letters mailed to all applicants the week of September 27, 2010

PLEASE NOTE: Applications received after the deadline will not be considered. You must complete the budget form and return it with your application.

Criteria and Review Process

Applications for sponsorship are reviewed by the Event Sponsorship Committee, which ranks applications based upon the following criteria:

- Cultural and educational impact on the community and ability of the event to demonstrate Chandler's unique diversity, history and heritage
- Ability of the event to promote community pride and a positive image of the City of Chandler
- History of the applicant organization in producing the event, managerial and administrative ability of the applicant's organization to carry out the event and properly administer sponsorship funds
- City where applicant's organization is based (Chandler organizations receive greater consideration)
- Economic impact on the community
- The number of years the organization has received funding and how established the event has become

Ranked applications are then submitted to the Chandler Cultural Foundation Board for approval. The Chandler Cultural Foundation is under contract with the City of Chandler to manage programs and events at the Chandler Center for the Arts. This nonprofit corporation has over 16 years of experience in the selection and contracting of cultural programs.

Panel Members

The Event Sponsorship Committee will consist of a panel of 6 citizens who sit on City appointed boards or commissions. The panel will be chaired by a member of the Chandler Cultural Foundation, with the chair being a non-voting member. The panel will rank the submitted applications and give their funding recommendations to the Chandler Cultural Foundation.

The Committee will consist of the following representatives:

- 2 - Cultural Foundation Members
 - 1 will be a non-voting Chair and the other will be a voting member
- 1 - Mayor's Youth Commission
- 1 - Human Relations Commission
- 1 - Arts Commission
- 1 - Mayor's Committee for People with Disabilities

Allocation of Funds

No one applicant organization will receive more than \$5,000 in sponsorship in any fiscal year (July 1 – June 30). Applicants are eligible for 50% of the event costs with the total allocation not to exceed \$5,000. Depending on the number and quality of applications received, it is possible that funding allocations may be lower than the amount requested by the applicant.

All applications receiving funds will be required to submit a final report on their event within 45 days following their event. That report shall include documented use of awarded funds, event attendance and highlights. Failure to submit the report within the specified time line will eliminate the organization's ability to apply for funds during the next call for applications.

Ineligible Fees/Costs

Fees that are not eligible for funding are items not directly related to holding the event, or fees that would reimburse the administrative costs of the organization putting on the event. Only cash expenses will be considered. Ineligible fees include, but are not limited to the following:

- Administrative/Payroll costs (salaries and wages for those putting on the event)
- Consumable goods (food, drinks, snacks)
- Liquor licenses/fees
- All costs associated with the sale of alcohol
- Insurance costs
- Membership/Professional Development/Conference fees
- Postage
- Gifts/Take home promotions
- Scholarships
- Capital Expenses/Improvements
- Non-cash, in-kind services or fees that are waived and/or sponsored by the City of Chandler will not be eligible

Appeals Procedure

All decisions made by the Chandler Cultural Foundation are final and are not subject to appeals or further review.

Quick Tips

- It is important that you complete the entire application. The more detail that you provide the better as it will help the Committee understand what your event's purpose is and how it will benefit the community. **Incomplete applications will not be considered for the program.**
- Applications received after the deadline will not be eligible.
- City of Chandler organizations receive greater consideration for funding.
- Each question on the application is thoroughly reviewed but please pay particular attention to the following questions:
 - History of your organization and event
 - How your event will have a cultural and educational impact on the community as well as how it will demonstrate Chandler's unique diversity, history and heritage
 - Ability to promote community pride and a positive image of the City of Chandler
 - Economic impact
 - A detailed budget
- Although not required, it is very helpful if you provide financial reports from past two years to show the Committee your organization's ability to manage a budget, carry out the event and properly administer sponsorship funds.
- Please understand that you are not guaranteed to receive funding and in the event that you do receive funding, it may be less than what you requested on your application.
- Applicants are encouraged to attend the review meeting to clarify information on the application or budget. This may assist the Review Panel in making a decision.

Contact Information

For any questions regarding the Sponsorship Funding Program, please contact:

Hermelinda Llamas
Special Events Coordinator
Phone: (480) 782-2665
Fax: (480) 782-2713

E-mail: Hermelinda.Llamas@chandleraz.gov

Please mail all applications to:

Hermelinda Llamas
C/O Community Services
MS 501
P.O. Box 4008
Chandler, AZ 85244-4008

Hand deliver applications to:

Hermelinda Llamas
Community Center
125 E. Commonwealth Ave
Chandler, AZ 85225

EVENT SPONSORSHIP



2010 FUNDING APPLICATION

Please complete all information; do not leave any spaces blank.
Write N/A in spaces that do not pertain to your event. Incomplete applications will not be processed.

APPLICANT INFORMATION

Name Organization		Federal Tax ID Number	
Mailing Address	City	State	Zip Code
Physical Address	City	State	Zip Code
Sponsorship Funding Amount Requested		\$	

Event Contact

Name _____	Office Phone Number _____
Title _____	Fax Phone Number _____
Email Address _____	

****A Certificate of 501(c) (3) status from the IRS must accompany the application form****

Please Provide a Brief Description About Your Organization

EVENT OVERVIEW

Name of Event _____

Event Date(s) _____

Event Location _____ Private Property Public Property*

Event Start Time _____ Event End Time _____

Admission Yes No Cost _____

**If this event is taking place on City of Chandler public property, a Special Event Application must be submitted with this application.*

Anticipated Attendance

Participants _____ Spectators _____

Audience Demographics

Event Co-Organizers (These are additional organizations assisting in producing this event)

Will you have event co-organizer? Yes No

If yes, please list below...

EVENT HISTORY

Is this considered to be an annual event? Yes No

Is this event... New Recurring

Years in existence _____

Average Attendance 2008-2009 _____ 2009-2010 _____

EVENT HISTORY CONTINUES

Previous Event Highlights...Please Describe

Past Event Media Coverage...Please Describe (Include any mention of the City of Chandler coverage)

GENERAL EVENT INFORMATION

Please provide a comprehensive description of all event activities and entertainment.

What makes your event unique?

What is the theme of your event?

BENEFITS TO THE CHANDLER COMMUNITY

Will a commercial agency receive any portion of the gross revenues? Yes No

If yes, what is the percentage? _____

Will the donated proceeds for this event be divided between organizations? If yes, specify percentage split.

How does this event enhance pride and a sense of community?

What cultural and/or educational impact will your event have on the Chandler community and how will it demonstrate it's unique diversity, history and heritage?

Please describe the economic impact to the City of Chandler attributable to the event. (i.e. hotel rooms booked, sales tax generated from retail sales, spending habits of participants and spectators, etc.)

EVENT SPONSORSHIP/CONTRIBUTORS

Please complete the following...

Event Sponsors/Contributors

What are they providing?

Event Sponsors/Contributors	What are they providing?

CITY OF CHANDLER

What services are being requested from the city for the event to take place? (i.e. police, fire, water, ect.)

Will you be requesting the use of the City's logo? Yes No

If yes, list items you will use the logo on. Provide samples if available.

Will the City receive signage opportunities at the event? Yes No

If yes... Quantity _____

Type _____

Location _____

Is there an opportunity for the City to have a complimentary booth space at your event?
 Yes No

What additional money, services or donations is this event receiving from other departments, divisions or agencies within the City of Chandler during the Fiscal Year 2010-2011? Please list below...

Money, Services or Donations Received	Departments, Divisions or Agencies

EVENT MARKETING / PUBLICITY

Please describe your event marketing and publicity plan. (Include any current promotional materials)

How will your sponsors be identified in this event marketing and publicity plan?

PLEASE READ CAREFULLY BEFORE SIGNING

I certify that the information set forth within this application is complete, true and correct to the best of my knowledge and belief, and that I have received and will comply with the information set forth in the handbook. Information from this application is considered public information and may be distributed to outside agencies at their request. Acceptance of this application should in no way be construed as final approval or confirmation of this request. The City of Chandler reserves the right to refuse the application and it is revocable if deemed in the best interest of the City of Chandler.

Authorized Agent/Event Chairperson Name (PRINT) _____

Signature _____

Title _____

Date _____

Event Budget 2010-2011 Sponsorship Funding

Projected Expenses

Contracted Services

Artists/Speaker Fees	\$	
Consultants/Expert Fees	\$	
Announcer Fees	\$	
Police Officers	\$	
Private Security Company	\$	
_____	\$	
_____	\$	

Name: _____
 Name: _____
 Name: _____
 Name: _____

Travel

Airfare/Luggage Fees	\$	
Ground Transportation	\$	
Gas	\$	
Lodging	\$	

Traveler 1: _____
 Traveler 2: _____
 Traveler 3: _____

Production/Entertainment

Band(s)	\$	
Dance Group(s)	\$	
DJ	\$	
Stage Rental	\$	
Tent Rental	\$	
Table/Chair Rental	\$	
Sound Equipment	\$	
Lighting Equipment	\$	
Generators	\$	
_____	\$	
_____	\$	

Facility/Space Rental

Park/Pavilions	\$	
Ballrooms/Conference Rooms	\$	
Theaters	\$	
_____	\$	

Location: _____
 Location: _____
 Location: _____
 Location: _____

Marketing/Promotion

Layout Design/Graphic Designer	\$	
Printing	\$	
Newspaper Ads	\$	
Posters/Flyers/Postcards	\$	
Radio Spots	\$	
Banners	\$	
Web Site/Internet	\$	
_____	\$	

Miscellaneous Items

Traffic Closures/Barricades	\$	
Portable Restrooms	\$	
Trophies/Awards	\$	
Decorations	\$	
T-Shirts/Uniforms	\$	
_____	\$	
_____	\$	
_____	\$	

TOTAL EXPENSES

\$	
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Projected Income

Admissions		
Adults	\$	
Seniors	\$	
Kids	\$	
Registration/Entry Fees	\$	
Vendors		
Food & Beverages	\$	
Merchandise/Trinkets	\$	
Concessions		
Food	\$	
Non-Alcoholic Beverages	\$	
Alcoholic Beverages	\$	
Merchandise Sales	\$	
Sponsorships		
_____	\$	
_____	\$	
_____	\$	
_____	\$	
Other Revenue		
Non-Sponsorship Donations	\$	
Grants	\$	
_____	\$	
City of Chandler		
Sponsorship Funding Request	\$	
Applicant		
Cash/Contribution	\$	
TOTAL REVENUE	\$	
Event Net Profit/Loss	\$	

Budget Items To Be Paid For By Potential City Sponsorship Funding

Items/Description	Amount	Company/Business Receiving Funds
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	

**Total Prospective Amount
To Be Spent**

\$ -
