



Living up to our name.

EVENT SPONSORSHIP APPLICATION PROGRAM YEAR 2021

APPLICATION DEADLINE: 60 days prior to the event

1. About your organization/group/event

Name of Event:	Date(s) of Event:
Will the majority of this event be held on public property?	Yes No
Name of Organization/Group: Address: Mailing address (if different from above): Main contact person: Phone(s): Email address:	
Do you have a board of directors? If so please attach a separate sheet listing board members	Yes No
Is your organization a non-profit?	Yes No
Non-profits, please list your EIN number	EIN #:
Please share your organization/group's mission:	
Please share mission/objective of the event:	
Describe the event:	
How many participants did your event serve the last 2 years (if applicable)?	2020: 2019:

How many participants do you anticipate serving this year?	
What percentage of your participants are City of Superior residents?	
Estimate how many people will be attracted to the area with this event:	
Does your organization conduct fundraisers? If yes, please describe your fundraising activities for the last year, funds raised and your fundraising goals for this year.	
List any other sponsorships and amounts received by your organization last year, along with any grants that you anticipate receiving this year:	
Does your organization charge a registration fee for your program/event? Please indicate the amount of the fee(s). What does your organization do to help offset fees for participants that might not be able to afford the fees?	
What does your organization do to promote overnight stays and tourism for this event (if applicable)?	
Please describe any sales, advertising, and promotions you will conduct before and at the event:	
How does your event incorporate community equity and inclusivity?	

How does your event incorporate technology?
How does your event incorporate sustainability?
What does your event do to enhance the quality of life in our community?

2. Grant Information

Please list the sponsorship amount your organization is requesting:	
Is this sponsorship being requested for a one-time event or for ongoing programming? Please explain.	
One of the primary goals of the Festival Committee is to support events with operational/logistical costs. What operational and/or logistical costs would this sponsorship be used for, if any? (e.g. electricity, fees/permits, barricades, auxiliary police, etc.)	
What other costs would this sponsorship be used for, if any?	

Has this event received a sponsorship from the City of Superior in previous years? Describe how the sponsorship money was used.

How was the City of Superior recognized for its sponsorship in previous years (if applicable)? Please provide examples (pictures of t-shirts, banners, signs, radio scripts, social media posts, etc.).

If you received a sponsorship from the City of Superior last year and were not able to use it all due to COVID, how do you plan to use that money along with a potential sponsorship for 2021?

How will your organization recognize the City of Superior as a sponsor this year if funds are received? (i.e. City logo on flyers, verbal recognition at events, banners, etc.)

Please provide any other information you would like to committee to be aware of that was not asked above:

3. Program/Event Budget Summary (for most recent year)

Earned Revenue	\$ amount	Expenditures	\$ amount
Admissions		Salaries	
Memberships		Office/administration	
Workshops/training		Marketing/publicity	
Food/concessions		Equipment	
Grants/donations		Transportation	
Fundraisers		Supplies	
Volunteer Hours (x \$15/hr)		Insurance	
In-Kind Contributions (please specify)		Other (specify below)	
Other (specify below)			
TOTAL		TOTAL	

I, the undersigned, certify that the information provided in and with this statement is true and accurate.

Submitted by (signature): _____

Printed name: _____ Title: _____

Date: _____