



**BMO Center, Coronado Theatre & Davis Park**

**APPLICATION FOR COMMUNITY EVENT**

Licensee Information Form



300 Elm Street | Rockford, Illinois 61101

[bmocenter.asmrockford.com](http://bmocenter.asmrockford.com) | [coronado.asmrockford.com](http://coronado.asmrockford.com) | [davispark.asmrockford.com](http://davispark.asmrockford.com)

**A. PROPOSED EVENT INFORMATION:**

1. Name of event: \_\_\_\_\_
2. Date(s) requested and event time(s): \_\_\_\_\_  
\_\_\_\_\_
3. Venue to be rented (select one):  BMO Center     Coronado Theatre     Davis Park
4. Length of event: \_\_\_\_\_
5. Proposed ticket prices or cost of admission: \_\_\_\_\_
6. Estimated daily attendance: \_\_\_\_\_
7. Projected cost of event: \_\_\_\_\_
8. Grant amount requested: \_\_\_\_\_
9. Nature of event including name(s) of performer(s): \_\_\_\_\_  
\_\_\_\_\_
10. Brief description of event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
11. AV/production needs: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**B. LICENSING ORGANIZATION INFORMATION:**

1. Organization proposing to license the use of the facility and responsible for all finances:  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_
2. Licensing Organization is a (select one):  Corporation     Partnership     Individual
3. Principal owners/managers in licensing organization:  
Name/Title: \_\_\_\_\_  
Name/Title: \_\_\_\_\_  
Name/Title: \_\_\_\_\_
4. List any other individuals, companies, or organizations involved with the presentation of event:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Provide bank and trade references: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. County and State in which applicant is registered to do business or incorporated and date of registration incorporation. Also include registered agent for service of process:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**C. REFERENCES AND EXPERIENCE**

1. List previously licensed facilities, their locations, and the name or a brief description of event.
  - a. Event: \_\_\_\_\_  
Date: \_\_\_\_\_  
Facility/Location: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_
  - b. Event: \_\_\_\_\_  
Date: \_\_\_\_\_  
Facility/Location: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_
2. List other references and contact phone numbers in event promotion and presentation who can attest to the applicant’s ability to provide ASM Global with a professionally produced and managed event. References may include talent agents, artist managers, tour managers, sports administrators, trade show or convention exhibitors or suppliers:  
  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**D. COMMUNITY BENEFIT:**

1. Please list the benefit(s) this event would have on the community: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This application must be completed and returned prior to estimating and contracting your event.

If ASM Global approves the applicant’s event and agrees to license the use of the BMO Center and/or the Coronado Theatre, the applicant shall agree to follow all reasonable rules, regulations and policies established by ASM Global and included in the building License Agreement for the operations of the facility.

It is hereby understood that this is only an application to obtain a License Agreement for the use of the BMO Center and/or the Coronado Theatre and is in no way a binding agreement between the applicant and ASM Global. Unless this application is approved and a License Agreement is issued, there shall be no legal and binding commitment whatsoever between the applicant and ASM Global.

ASM Global shall maintain the sole right of approval of events, including the right to allow a reasonable period of separation between similar events in order to provide the opportunity for the success of each event.

The applicant hereby agrees that the information provided herein is true and factual, that the applicant is not acting on behalf of any undisclosed parties or principals and has provided full, complete and accurate disclosure of the information contained herein. The applicant also understands that providing false information could result in immediate cancellation of the event and/or the implementation of default provisions of the License Agreement.

**Organization Name:** \_\_\_\_\_

**Applicant Signature/Title/Date:** \_\_\_\_\_

*Approved grant amount:* \_\_\_\_\_

*Reviewed and approved for license agreement by/Date:* \_\_\_\_\_