



**Sponsorship Application Check List of Required Items:**

The following items to be included with the application form:

- Project Narrative
- Summary of Promotional Items
- Detailed Marketing Plan
- Detailed Budget or Spending Plan

**SPONSORSHIP APPLICATION**

Events that draw substantial out-of-town overnight visitors to Evanston without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity, or events that have other sources of advertising funding) may qualify for a sponsorship grant.

**Applicant Information**

Organization Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Type of Organization:  
 WY non-profit 501c3 tax id # \_\_\_\_\_  
 WY non-profit (not 501c3) Code section of exemption: \_\_\_\_\_  
 Government Entity \_\_\_\_\_

**Event Information**

Event Name: \_\_\_\_\_  
 Type of Event: \_\_\_\_\_  
 Primary Contact: \_\_\_\_\_  
 Location of Event: \_\_\_\_\_  
 Date(s) of Event: \_\_\_\_\_  
 Projected Attendance: \_\_\_\_\_  
 Do you require membership in your organization for individuals to participate?  Yes  No

Est. # of out-of-town participants staying overnight: \_\_\_\_\_  
 Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_  
 Total est. # of room nights generated by this project: \_\_\_\_\_  
 (Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).  
 Will this be an annual event in Evanston?  Yes  No  
 Has the event been in Evanston before?  Yes  No  
 If yes, how many out-of-town participants came last year? \_\_\_\_\_

**Sponsorship Information**

Sponsorship Requested: \$ \_\_\_\_\_  
 Total Event Budget: \$ \_\_\_\_\_  
 Has the LTB funded this project in the past?  Yes  No  
 If yes, number of times: \_\_\_\_\_  
 Total funding received from LTB to date: \_\_\_\_\_  
 \$ How will the event proceed if not funded by the LTB? \_\_\_\_\_

Mark all sponsorship benefits available to 'Visit Evanston':  
 Visit Evanston banner at event site (required)  
 V.E. logo on awards (required)  
 Logo on posters, registration forms, programs, letterhead or all that are applicable to this event (required), link to our website on all electronic materials/registration  
 Logo on t-shirts provided to the participants (required)  
 2 event tickets for Visit Evanston (required)  
 Complimentary advertising space in program:  
 Size of ad: \_\_\_\_\_ Inches X \_\_\_\_\_ Inches  
 Color  Black & White  
 Public address announcements  
 Other: \_\_\_\_\_

How will you promote out-of-town attendance/participation?

Sponsorship Grant funds will be used for:  
 Event Stationary  Speakers/Presenters at Event  
 Event Registration Forms  Rental Equipment for Event  
 Entertainment at Event  Event Space Rental  
 Event Officials/Judges  Free Event Programs  
 Event Awards (given away)  On-site Event Brochures  
 Event T-Shirts  On-site Event Posters  
 Postage (out of county mailings)  Refreshments/Food at Event

Total budgeted for out-of-town promotion: \$ \_\_\_\_\_

How will you promote in-town attendance/participation?

Total budgeted for in-town promotion: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is **10 Business days** prior to Grant Hearing.

For Completion by LTB Staff

Estimated Total Economic Impact: \$ \_\_\_\_\_

Formula: Number of out-of-town participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.