Newark Alliance

EXPERIENCE NEWARK

Experience Newark Event Sponsorship Program FAQs

FAQ Sheet

1. What is the Experience Newark Event Sponsorship Program?

The Experience Newark Event Sponsorship Program is an initiative of the Newark Alliance that provides micro-grants ranging from $1,000 to $5,000 to support events that strengthen community vibrancy, celebrate Newark's culture and diversity, and attract both residents and visitors to the city supporting the goal of building Newark's reputation as a vibrant cultural destination.

2. Who is eligible to apply? Applicants must meet all of the following criteria:

- Be a Newark-based nonprofit, community group, small business, or individual Newark resident or partnership with Newark-based entity.
- Host an event within the City of Newark.
- Demonstrate the ability to plan, manage, and execute a public event (including budgeting, outreach, and logistics).
- Provide necessary permits and insurance for the event.

FAQ Sheet

3. What types of events are eligible? *Events can be free or ticketed, but must be open to the general public. Eligible event formats include:*

- Cultural or holiday celebrations
- Festivals or public markets
- Arts and music showcases
- Neighborhood block parties and events
- Business opening celebrations
- Film screenings and watch parties

4. How much funding can I receive?

- Grants range from $1,000 to $5,000 per event. Funding can be used for expenses such as:

- Marketing and promotional materials
- Permitting and insurance fees
- Event production and logistic costs
- Local talent or entertainment honorariums
- Ineligible expenses are:
- Organization operating expenses (salaries, rent, utilities)
- Permanent construction or capital improvements
- Non-event related consulting services (accountants, general legal services, etc.)

FAQ Sheet

5. How often can I apply?

Each organization or applicant is eligible to receive one sponsorship award per calendar year. If your application was denied, we encourage re-applications to be made with necessary adjustments.

6. Can the sponsorship cover all of my event expenses?

No. The sponsorship is designed to complement other sources of support such as additional sponsorships, donations, in-kind contributions, and volunteer assistance. Applicants are encouraged to secure multiple funding sources.

FAQ Sheet

7. What are the funding disbursement terms?
Approved applicants will receive funds in two installments:

- 75% upon approval and full execution of grant agreement

- 25% after submitting a satisfactory Post-Event Report with documentation and outcomes.

8. What is required in the Post-Event Report?
Recipients must submit a post-event report within 15 days after their event, including:

- Event photos and/or video
- Attendance and outcome data
- A brief summary of how funds were used.

FAQ Sheet

9. When is the deadline to apply?

Applications are accepted on a rolling basis during the pilot phase (October–December 2025). Applicants must apply at least 2 weeks before their event date to allow for review and processing.

10. How soon will I be notified after applying?

Applicants will receive a decision within approximately 1–2 weeks after submission.

11. Can for-profit businesses apply?

Yes — during the pilot phase (October–December 2025), Newark-based small businesses are eligible to apply. Future program phases may prioritize established community events or nonprofit-led initiatives.

12. What factors are considered during review?
Preference is given to events that:

- Drive foot traffic to commercial corridors or public spaces (ie creates vibrancy).
- Engage local vendors, artists, and entrepreneurs.
- Celebrate Newark's culture, people and history.
- Demonstrate community impact and potential for growth.
- Engages Newark residents and visitors.
- Includes a clear promotional and management plan.

13. What documents are required for the application?
Applicants must include:

- Completed sponsorship application form
- Valid IRS W-9 form
- Event budget summary (anticipated expenses and revenue)
- Marketing and promotional plan
- Documentation of additional secured funding or sponsorships

For questions or assistance with your application, please contact the Newark Alliance team at grants@newark-alliance.org.