

# ROUTE 66 CENTENNIAL GRANT PROGRAM

## SPECIAL EVENTS APPLICATION

This application is for the New Mexico Tourism Department’s Route 66 Centennial Grant Program, Special Events Sponsorship program. This is a competitive grant that supports the **sponsorship of Route 66 special events** throughout New Mexico to celebrate the Centennial of the “Mother Road” in 2026.

An eligible fiscal agent is required for all parts of the Route 66 Centennial Grant Program.

Eligible fiscal agents include legal, nonprofit tourism-related organizations, as designated by the Internal Revenue Service (IRS), municipalities, counties, tribal governments, and special districts (i.e., Councils of Government) within the State of New Mexico.

**Note:** 501(c)(3) organizations are strongly encouraged to partner with a local government for all parts of this program. Additionally, 501(c)(3) organizations must provide documentation proving they are currently registered with the New Mexico Secretary of State **and** are in good standing with the New Mexico Department of Justice, formally known as the Attorney General’s Office. 501(c)(6) organizations **must** provide documentation proving they are registered with the New Mexico Secretary of State.

Please fill out each question to the best of your ability. The more complete your application, the more competitive your application will be.

Be sure to upload all required supporting documents as well as any additional documentation that could support your application.

The application will auto-save as information is entered. Make sure you hit the “Submit” button when you complete the application. You should receive a confirmation email shortly after submitting.

***Please be sure to review the Route 66 Centennial Grant Program Guidelines before submitting your application (HYPERLINK to GUIDELINES).***

### SECTION 1: APPLICANT INFORMATION

1. Name of Entity and/or DBA Name
2. Type of Eligible Entity
  - Municipality
  - County
  - Tribal Government
  - Special Districts (i.e., Councils of Government)

- Non-Profit Tourism Related Organization
- Other, please specify

2b. If “Non-Profit Tourism Related Organization” was selected, please indicate the type of non-profit

- 501(c)(3)
- 501(c)(6)

2c. If “501(c)(3)” was selected, please answer the following:

Have you partnered with a local government for this application?

- Yes
- No

If “Yes”, please provide the name of the local government partner

Please provide documentation supporting this partnership (UPLOAD)

2d. If a 501(c)(3) or 501(c)(6) organization, provide proof of current registration with the New Mexico Secretary of State (UPLOAD)

If a 501(c)(3) organization, provide proof of good standing with the New Mexico Department of Justice (UPLOAD)

3. Primary Contact Information

- First Name
- Last Name
- Organization/Entity's Name and/or DBA
- Title/Role
- Email Address
- Phone Number

4. Fiscal Agent Contact Information (if different from primary contact)

- First Name
- Last Name
- Organization/Entity's Name and/or DBA
- Title/Role
- Email Address
- Phone Number

5. Signature Authority Contact Information

- First Name
- Last Name
- Organization/Entity's Name and/or DBA
- Title/Role

- Email Address
- Phone Number

6. Mailing Address (of Signature Authority)

- Address Line 1
- (Address Line 2)
- City
- State
- Zip Code

7. Provide your Entity's NM Business Tax ID Number.

*This is an eleven-digit number that begins with 01-,02-, or 03-.*

8. Provide your Federal Employment Identification Number (EIN).

*This number is a nine-digit number that begins with 85-.*

9. Provide proof of eligibility (W9s, W9 subs, etc.) - UPLOAD

10. Are you based in New Mexico? If not, please explain.

- Yes
- No

11. Is your special event based in New Mexico within the Route 66 historic corridor? (hyperlink to map)

- Yes
- No

11b. Which historic New Mexico Route 66 community are you based out of or are you serving? (DROPDOWN)

- Gallup
- Grants
- Tucumcari
- Santa Rosa
- Santa Fe
- Albuquerque
- Los Lunas
- Moriarity
- Clines Corners
- Laguna Pueblo
- Pecos
- Bernalillo
- Acoma Pueblo
- Navajo Nation
- Isleta Pueblo

- Santo Domingo Pueblo
- Santa Ana Pueblo
- San Felipe Pueblo
- Cochiti
- Other, please specify

12. Have you participated in any NMTD grant programs previously? If so, please check which program(s) you have participated in below and please provide the year(s) you participated:

- Cooperative Marketing Grant Program
- Clean & Beautiful Grant Program
- Rural Pathway Incubator Program
- Rural Pathway Grant Program
- Tourism Event Growth & Sustainability Program (TEGS)
- Destination Forward
- NM True Certified Program
- Other, please specify...
- I have not participated in any NMTD programs

13. Please identify and briefly describe all past special events that NMTD has supported and associated fiscal years:

## SECTION 2: PRIMARY ROUTE 66 EVENT DETAILS

14. Route 66 Event Date(s) for calendar year 2024 or 2025 and also include event edition number if applicable (e.g. 50<sup>th</sup> annual event):

15. Route 66 Event Type:

*Please select all that apply to your project:*

- Historic or Cultural Event
- Festivals & Fairs
- Food & Wine
- Annual Markets
- Native American Events
- Balloon Fiestas & Rallies
- Car Show
- Outdoor Event
- Other, please describe

16. Route 66 Event Description:

17. Current or Proposed Location(s):

18. Event Website URL:
19. Social Media Platforms, Handles, and Branded Hashtags: (e.g. Instagram, @newmexicotrue, #NewMexicoTRUE)
20. Provide the event’s proposed program or schedule of events: UPLOAD
21. What are the event’s primary goals and vision?
22. What does success look like for this event?
23. Describe or upload the event’s strategic marketing plan: UPLOAD (Optional)
24. Describe any regulations or permitting that apply to the event and how it will comply:
25. Describe insurance needs and how the event will comply:
26. Describe the specific nature of the safety measures to be taken in the event of an emergency, as well as the site security details:
27. Describe any challenges the event may experience with the following:  
*If the event does not experience challenges with an item, place N/A in the text box.*

<b>Event Venue</b>	
<b>Staffing</b>	
<b>Funding and/or Finances</b>	
<b>Regulations and/or Permitting</b>	
<b>Talent and/or Programming</b>	
<b>Data Collection</b>	
<b>Safety Plan</b>	
<b>Insurance</b>	

28. Which of the following weather challenges (if any) may impact the event?
  - Extreme Heat
  - Extreme Cold
  - High or Unfavorable Winds
  - Rain

- Flooding
- Snow and/or ice
- Lack of snow and/or ice
- Other, please specify \_\_\_\_\_

29. Please feel free to upload additional documentation about the event and its significance – UPLOAD (optional)

### **SECTION 3: ROUTE 66 CRITERIA**

*Please indicate how your project will meet the following criteria for a Route 66 Centennial Special Event and how it will support the goals of the initiative.*

#### **ROUTE 66 PROJECT ELIGIBILITY**

30. Articulate how your special event is related to the Route 66 Centennial and how it will reach audiences regarding the significance of Route 66 in the state of NM. Please be specific related to location of project as related to historic Route 66 and specific Route 66 project elements.

#### **SPECIFIC ROUTE 66 CENTENNIAL SUPPORT ELEMENTS**

31. Indicate which of the following elements your project will meet:

- Support the Route 66 Centennial statewide themes and goals
- Improve or enhance the visitor experience related to Route 66
- Increase visitation related to Route 66
- Increase national and global recognition of NM as a Route 66-member state

*Please describe how you will meet the goals and objectives you have selected above. (TEXTBOX)*

#### **ROUTE 66 SIGNIFICANCE IN PROJECT PLAN**

32. Describe in specific detail the plan and implementation process related to your special event and how it will augment awareness of historic Route 66 and its statewide/national significance.

#### **ROUTE 66 SPONSORSHIP GOALS**

33. Describe how you plan to use the NMTD sponsorship to augment visibility and attendance to this special event and how co-branding will be accomplished related to the Route 66 centennial.

### **SECTION 4: PARTNERSHIP CONNECTIONS**

34. List and identify any and all key partners, sponsors and stakeholders of the special event and describe how they have been engaged thus far. Include people and entities who have the ability to contribute to the special event's success through financial or otherwise measurable investments and percentage of investment/revenue

<b>Partners</b>	
<b>Sponsors</b>	
<b>Stakeholders</b>	
<b>Agencies</b>	

35. Upload a list of partners and sponsors. UPLOAD

36. Describe the current status of community buy-in for this event.

*These may include: local residents or businesses, organizational support, public entities (Mayor's Office, Town Council, Chambers of Commerce, etc.), utility companies, state or federal agencies, volunteers.*

37. Provide evidence of community and any other stakeholder support, letters of support, MOUs, MOAs, etc. - UPLOAD

38. How does this special event support strong community-based leadership and ties to community Route 66 Centennial planning?

39. Does this project consider state or national Route 66 Centennial statewide goals or strategic principles? (HYPERLINK TO GUIDELINES)

- Yes
- No

a) Please describe how and which specific goals this project will meet.

40. Does your region/city/town/etc. have an economic development plan for the Route 66 Centennial?

- Yes
- No

a) If so, will your project address this plan?

b) Please provide a copy of the economic development plan for the Route 66 Centennial.  
– UPLOAD

## SECTION 5: MEASURING AND REPORTING SUCCESS

41. How will NMTD sponsorship for this event impact attendance and visibility?

42. What does project success look like and how does it support the Route 66 Centennial?

43. What methodology will you use to measure and report success?

44. Will economic impact and/or attendee data be collected? Select all that apply.

- Number of attendees and/or number of tickets sold

- Average group size
- Attendee demographics
- Ticket and/or package price
- Average number of days attended
- Average number of nights in area
- Percentage of attendees staying at commercial lodging
- Average nightly lodging cost
- Average daily amount spent on non-food/beverage items
- Attendee transportation type (car, RV, plane, etc.)
- Average transportation costs (including gas/fuel)
- Other, please specify \_\_\_\_\_

45. What is the anticipated attendance for this event? Please provide data from similar previous events.

46. How will you collect attendance data?

47. How will you track where event attendees are from and demographic information?

48. Please share any relevant economic impact and/or attendee data/reports that may have already been collected that is relevant to this special event. – UPLOAD (optional)

## SECTION 6: PROJECT FUNDING, BUDGET & TIMELINE

49. What is the amount of sponsorship that you are applying for?

<i>Tier</i>	<i>Maximum Award</i>	<i>Number of Attendees</i>
1	Up to \$10,000	Up to 10,000
2	Up to \$20,000	Over 10,000

50. List all current project funding, including source, amount, purpose and conditions of the funds, and any additional relevant information.

51. Provide a preliminary list of sponsorship elements that the special event would provide if NMTD is an event sponsor. (i.e., banners, press releases, social media posts, posters)



## SECTION 7: DOCUMENT UPLOAD CHECKLIST

*For your reference, please use the checklist below to ensure that you have uploaded all the required documentation related to your Route 66 infrastructure project. Please refer to the grant guidelines as well as the document upload checklist on our website for more information.*

### **REQUIRED DOCUMENTATION**

- Proof of eligibility (W9s for applicant, W9 subcontractors, etc.).
- Any supporting documentation that this is a Route 66-related project (historical documentation, research materials, photographs, design drawings, etc.)
- Evidence of partner, sponsor, agency and other relevant stakeholder support (e.g., signed letters of support).
- If a 501(c)(3) or a 501(c)(6) organization, proof of current registration with the New Mexico Secretary of State.
- If a 501(c)(3) organization, proof of good standing with the New Mexico Department of Justice, formerly known as the Attorney General's Office.

### **OPTIONAL UPLOADS - BUT HIGHLY ENCOURAGED**

*Please refer to the specified fields in the application above to upload the following documents.*

- Any supporting documentation that this is a Route 66-related project and its significance (historical documentation, research materials, photographs, design drawings, etc.)
- Copy of the economic development plan for the Route 66 Centennial.
- Evidence of community and any other stakeholder support, letters of support, MOUs, MOAs, etc.
- Any marketing materials, mock-ups, etc. may have already been developed.
- Any data that may have already been collected is relevant to this special event.
- Any relevant supporting documentation you may have to address and support your specified goals and objectives above such as media, promotional strategies, surveys, etc.).

I, the undersigned, understand that this is a competitive grant. I certify that I have read and reviewed this application and all supporting documentation for completeness, quality, and accuracy. I agree to participate fully in the Route 66 Centennial Special Event program if selected for participation. I understand that the New Mexico Tourism Department (NMTD) reserves the right to discontinue my participation in the program if I do not fulfill the commitments below at any point in the program.

I agree to: Attend scheduled calls and meetings; remain engaged in the event's success throughout the program, including implementation of deliverables and ongoing sustainability efforts; acknowledge that any failure to adhere to the parameters set forth herein may affect the event and/or applicant organization's eligibility for future awards from NMTD; follow the established New Mexico True Brand Style Guide and Route 66 Centennial branding; provide event access to NMTD staff for the purpose of completing onsite assessments; provide all required documentation and information, including a final event report and proof of completion of all deliverables; collaborate with NMTD to compose an appropriate sponsorship deliverables package; collaborate with NMTD, providing timely input and responses to communications that ensure successful execution of all initiatives.

**Signature**

**Date**

/ / (YYYY/MM/DD)