



EVENT SPONSORSHIP APPLICATION

Organization name _____

Contact first and last name _____ Phone # _____

Email _____ Event Name/Title _____

Event website _____ Event dates _____ Event times _____

Please provide a detailed description of the event, including any major components.

Does your organization have a current business license with the City of Santa Ana? Yes No

If yes, what is the name in which the license is registered? _____

Federal Tax ID Number _____

Type of event – commercial, non-profit? _____

Does the event involve the sale or use of alcoholic beverages and/or cannabis? If yes, please describe.

Has this event been held before? If yes, please provide year(s), location(s), attendance, and key successes.

Anticipated attendance total _____ Anticipated overnight visitors _____ Anticipated day visitors _____

Is the event open to the public? If not, please describe how the event will be restricted.

If admission is to be charged, what is the price of the tickets? _____

Please provide a projected budget, including projected revenues, expenses, and net balance for the proposed year.

HOTELS

Do you have a host hotel(s) in Santa Ana? If yes, please list hotel(s) and hotel contact.

Please provide the number of rooms within the block(s) and hotel rate(s). If not, please contact Travel Santa Ana for assistance before submitting this application as a minimum of (10) room nights need to be confirmed for consideration of receiving sponsorship funds.

MARKETING AND DEMOGRAPHICS

Will this event attract non-Orange County resident day visitors and/or overnight visitors? Yes No

If yes, how many? _____

How do you plan to market this event? Please include the estimated reach of promotions, and timing of your marketing/public relations efforts:

Please describe your target audience and how the event will be marketed.

Will this event have a positive economic impact on the City of Santa Ana? If yes, what will the positive economic impact of this event be and how do you estimate this impact?

What marketing support would you find most helpful from Travel Santa Ana? Please list in order of priority:

SPONSORSHIP

Tier 3 sponsorship under \$1,000

Tier 2 sponsorship \$1,001-\$3,499

Tier 1 sponsorship \$3,500-\$5,000

If granted sponsorship dollars from Travel Santa Ana, how do you plan on spending these funds?

Please provide a list of the current sponsors and sponsorship categories.