



# 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.