



Sponsorship Request Form

The CBID's goal is to nurture events with the intent of eventually having the event stand on its own. Organizations whose events have received sponsorship dollars in the past may apply for renewed funding based on the guidelines below.

- **The CBID Marketing committee will only review sponsorship applications in January, March, and July and October.** Please submit your application by **January 1, March 1, July 1, or October 1 and at least 30 days prior to your event** for consideration.
- In order to be considered for sponsorship, the event application must include a budget with revenue figures and marketing plan with detailed information on CBID benefits and media value.
- CBID will maintain a goal of 25% of budget towards new events.
- The maximum amount an event will be granted is \$5,000.
- CBID strives to distribute sponsorship dollars equitably to events located throughout the downtown area (e.g., World's Fair Park, Market Square, Volunteer Landing, Old City, Gay Street, etc.).
- CBID requires that events include information on free parking (meters and city owned garages in the evenings and all weekends) in all promotion material (brochures, posters, websites, etc.), if applicable.
- For renewed sponsorships, CBID's contribution will be reduced by 20% of the original grant each subsequent year for a maximum of five years.
- A post-event evaluation is required within 45 days after the event is completed in order to be considered for sponsorship renewal.

General Information

Event: _____ Event Date: _____

Contact: _____ Phone: _____ Fax: _____

Address: _____

Email: _____

Time(s) of Event: _____

Location of Event: _____

Event Sponsors: _____

Event produced by: _____

Sponsorship Amount Requested: _____

Event History: _____ First-time Event (#) _____ prior years

Number of years this event has received CBID funding? _____

Event Description

Please answer the following questions, as they are applicable to your event. Cite specific activities and plans.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.

What opportunities, if any, will be provided for downtown merchants to participate?

How will this event project a positive image for downtown?

How will Downtown Knoxville/CBID be recognized as a sponsor?

What effect would lack of CBID funding have on this event?

Attach the following:

- Copy of the marketing and promotion plan, including media values**
- Copy of the event budget, including expenses and revenues**
- Proof of nonprofit status (if applicable)**