

LORRIE SMITH, Chair  
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**Community Redevelopment Agency**

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**Event Sponsorship Application**

**GUIDELINES FOR ELIGIBILITY:**

- Funds can only be used for advertising, promoting or marketing the event.
- Event must take place inside the CRA district.
- Must be able to submit receipts for reimbursement.
- Applicant must be able to demonstrate how event help furthers the mission\*of the CRA.
- Applicant must submit an estimated budget for the cost of the event.
- All applications including advertising materials must be received by the CRA office two (2) weeks prior to the CRA Board meeting. Meetings are held the second Monday each month. The applicant must be present at the meeting and prepared for discussion.
- Applicant must submit a written post-event report on event success to the Board to be eligible for further funds.
- Applicant must recognize the CRA as a sponsor on print material and advertisement.

**PLEASE FILL OUT COMPLETELY**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Is organization non-profit \_\_\_ Y \_\_\_ N

Address \_\_\_\_\_ Sponsorship amount requested: \$ \_\_\_\_\_

Phone number \_\_\_\_\_ e-mail \_\_\_\_\_

Date of Event \_\_\_\_\_ Name of Event \_\_\_\_\_

Describe event you represent: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you received sponsorship from CRA previously: \_\_\_ Y \_\_\_ N If yes, when: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

\*The mission of the CRA is to bring about the economic revitalization of an established target area and to eliminate slum and blighted conditions that exist within the redevelopment area. To create a re-investment environment that attracts private investors into the area. To promote improvements within the redevelopment area through renovation and restoration of buildings, as well as to encourage new construction. To acquire the funding necessary to make the infrastructure improvements needed to attract re-investment dollars and improve the assessed taxable value of district properties. To assist Merchants in their efforts to market the downtown businesses.

# POST EVENT REPORT

Name of Event:

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Concept:

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Date of Event: \_\_\_\_\_

Location:

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Facilitators :

(all key players and their titles/ roles) \_\_\_\_\_

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Sponsors:

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Goals:

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Attendance:

- Peak
- Low
- Average

Results: \_\_\_\_\_

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Learning Points: \_\_\_\_\_

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Future Development: \_\_\_\_\_

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Number of Vendors: \_\_\_\_\_

Number of Food Vendors: \_\_\_\_\_