



# CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development

## SPONSORSHIP REQUEST FOR FY20 AND FY21 EVENTS

The City's sponsorship program supports events within the City that have a positive impact on local businesses and offer benefits to its citizens. Criteria for selection include:

- Organization's demonstrated need
- Potential of the event to improve the quality of life for Hagerstown residents
- Potential for the event to bring people downtown
- Maximizing the number of people who could attend
- Economic impact and opportunity for downtown businesses

FY20 sponsorship requests (for events taking place by June 30, 2020) are currently being accepted and reviewed on a rolling basis until funds are expended.

FY21 sponsorship requests (for events taking place between July 1, 2020 and June 30, 2021) are due by December 1, 2019. Award decisions will be made in June, 2020 following the adoption of the FY21 budget in May, 2020. After December 1 sponsorship applications will be accepted on a rolling basis for any remaining funds.

Please note: we receive many qualified requests, but we cannot guarantee that all applicants will receive sponsorship awards.

Organization/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website/Social Media Address: \_\_\_\_\_

For which fiscal year are you applying?

FY20 (project by June 30, 2020) – applications reviewed on a rolling basis

FY21 (project between July 1, 2020 and June 30, 2021) – applications due December 1 and on a rolling basis after

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

Is this a new event?      Yes                              No

Is the event      free and open to the public      OR      ticketed (cost of admission: \$ \_\_\_\_\_)

Location of Event: \_\_\_\_\_

Total Budgeted Revenue for Event: \_\_\_\_\_

Total Budgeted Expenditures of Event: \_\_\_\_\_

Amount of Sponsorship Request: \_\_\_\_\_

*Attach additional pages if necessary to answer the following.*

1. Please list other sponsors/financial supporters of this event (note whether confirmed or pending):

2. Brief description of event:

3. Will your event have food trucks, food vendors, and/or alcohol vendors?      Yes                      No  
    If yes, describe how many and types.

4. How will your event create foot traffic, bring business opportunities for downtown restaurants and businesses, generate positive publicity, contribute to cultural arts programming downtown, and/or put Hagerstown 'on the map'?

5. How will your proposed event further the mission/goals of your organization?

6. How will your event improve the quality of life for Hagerstown residents?

Please include the following attachments:

- Sponsorship package that outlines different levels and benefits (if available)
- Event Budget

**or SCAN / PRINT AND RETURN TO:**

Community Events Coordinator

[kclark@hagerstownmd.org](mailto:kclark@hagerstownmd.org)

14 N. Potomac St., Hagerstown, MD 21742