



# CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development

## SPONSORSHIP REQUEST FY22 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

FY22 sponsorship requests (for events taking place between July 1, 2021 and June 30, 2022) should be submitted by December 15, 2020. After December 15 sponsorship applications will be accepted on a rolling basis for any remaining funds.

Award decisions are expected to be made in June, 2021 following the adoption of the FY22 budget in May, 2021. ***However, due to the Covid-19 pandemic and its effects on City revenue, we cannot guarantee that any sponsorships will be awarded in FY22, or that they will be announced in June.***

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: \_\_\_\_\_

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?

7. Describe the impact on your proposed event if your organization does not receive full or partial sponsorship as requested in this application.

Please include the following attachments:

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

**RETURN TO:**

Community Events Coordinator  
[kclark@hagerstownmd.org](mailto:kclark@hagerstownmd.org)  
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