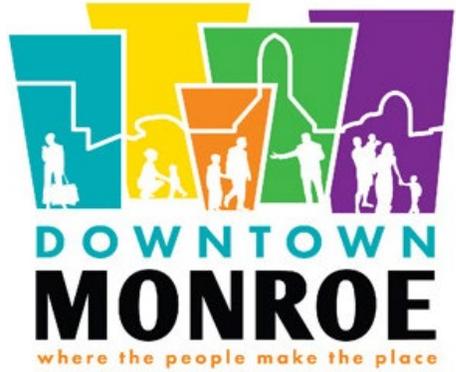


Retail Promotions Sponsorship Application



The City of Monroe Downtown pursues an ever growing economic development initiative which emphasizes the need for new and exciting places, events, and people. If you have an event you feel could have a positive impact on the growth of Downtown, we want to help make that dream become a reality. Listed below are questions the City must consider to sponsor an event in Downtown:

All questions must be answered "Yes" for consideration

| | Yes | No |
|---|-----|----|
| Is your business within the Central Business District? | | |
| Will the event produce a positive impact on the Downtown Monroe Community and coordinate well within the existing promotions calendar? | | |
| Will the event encourage visitors to shop at the event and surrounding downtown businesses? (including street closures and new traffic/pedestrian patterns) | | |
| Will the event have the financial support necessary to carry out operations of the event or will it require additional funding sources? | | |
| Does the event generate enough interest to draw in people from within the City of Monroe and the surrounding area? | | |
| Are all Downtown businesses offered to participate? | | |
| Are there at least 10 Downtown, retail and/or restaurant businesses participating? <u>(Please Provide a List)</u> | | |
| Will the event occur within the Central Business District? | | |

Please note that the sponsorship may not exceed \$500 per event and funds are limited to one per quarter. A person(s) may only apply for one sponsorship per year. The Downtown Advisory Board has the final decision on where these funds are to be allocated.

Contact Information

Name of Person Submitting Event:

Email:

Phone Number:

Description of Event

Event Name:

Brief Description below or add attachment:

What month(s), day(s), and time of the week do you see the event taking place?

How often do you propose the event will take place?

Is there a direct way to tie this event to the Downtown Monroe businesses? Explain:

Marketing

Who is the target market for this event?

Core message of the campaign:

Please describe how this event would be promoted.

Below describe each method of promotion in detail.

| Medium or Channel | Length of Time | Start Date of Promotion | Specific Target Group |
|-------------------|----------------|-------------------------|-----------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Pre-Planning Management

Please describe the steps involved in the actual pre-planning process- where, when, hours and time, activities involved, groups who will participate in planning.

Food: YES NO

Will the food be:

GIVEN AWAY SOLD

(County Permit Required if YES)

*Will the event require street or parking lot closings? YES NO (City Permit Required if YES)

NOTE: If yes, please provide a map showing which streets will need to be closed & exactly where barricades will need to be located.

*Will the event require a tent or temporary structure? YES NO (City Permit Required if YES)

*What is the square feet of the tent or temporary structure?

*Will the tent structure be used by 10 or more occupants? YES NO

NOTE: Building and fire permits are required for tents or other temporary structures erected for a period of less than 180 days and that has an area greater than 120 square feet or is to be used by 10 or more occupants.

Please describe in detail the labor needs on the day of the event. This could range from security, volunteers to clean up.

Funding

Please give a budget for expenses related to this event. Attach separate sheet if necessary. Income generators /revenue streams include such activities as ticket sales, vendor space rentals, beverage sales, sponsorships, etc.:

| Description of Expenses | Amount |
|-------------------------|--------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Total Expenses _____

| Description of Income Generators | Amount |
|----------------------------------|--------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Total Income _____

Net Income (Total Income minus Total Expenses): _____

Have you included sponsorships as one of your income generators? If so do you have the ability to raise these sponsorships? YES NO

Thank you for taking the time to share your event idea with us. This information will be shared with the Downtown Department and City of Monroe Committees. You may be asked to attend the scheduled meeting of the committees to further discuss your idea. We appreciate your interest in bringing people to Downtown Monroe!