



### **City of Allentown Application for Sponsored Event**

The City of Allentown recognizes the value of partnering with other agencies and organizations in offering services that benefit the community and its residents. In effort to provide support for organizations providing valuable services to the community, specific guidelines have been established to determine when a sponsorship may be considered and/or approved. To submit a request for Sponsorship please complete this application in its entirety.

#### **Event/Program/Activity Information**

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Nonprofit 501 (c) 3 tax exempt organization? Please circle Yes No

Has the organization received any financial assistance from the city for this event/program/activity?

Please circle Yes No

Name of event/program/activity: \_\_\_\_\_

Description of event/program/activity: (i.e., Parade, Festival, Block Party, Tournament)

\_\_\_\_\_

Facility Requested: \_\_\_\_\_ Date/s of Request: \_\_\_\_\_

Is the event/program/activity open to the public? Please circle Yes No

Estimated participants \_\_\_\_\_ Is the event/program/activity a Fundraiser? Please circle Yes No

How will the event/program/activity benefit the community? \_\_\_\_\_

\_\_\_\_\_

Has your organization held this event/program/activity in the past? Please circle Yes No

Has your organization held other events/programs/activities in the past? Please circle Yes No

If so, please specify: \_\_\_\_\_

Please list any other organizations participating: \_\_\_\_\_

**REQUESTING** (Please outline sponsor benefits on this application for review)

Event Agrees to provide the City of Allentown with the Following:

- a. Opportunity for the Mayor/ Designee to be recognized and speak during the event.
- b. City of Allentown logo/seal displayed with sponsors on all marketing materials, advertisements, social media, web, print, radio, apparel, and television.
- c. City of Allentown acknowledged as a sponsor on all press releases and media announcements.
- d. Opportunity to have a banner, or booth for a city department during the event at no additional cost at the mayor/designee discretion of bureau/representative.
- e. \_\_\_\_\_

**Please be advised the city of Allentown will sponsor event up to \$1000.00, per organization, per calendar year, based on the cost paid for city services to support the event. Organization requesting sponsorship should apply the funding to the largest event taking place during the current year. All fees due to the City of Allentown for city services/rentals, must first be paid in full to receive stipend. Upon approval of this application, you will need to go into an agreement for the approved sponsorship.**

Signature of Applicant: \_\_\_\_\_

Printed Name: \_\_\_\_\_

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

Approved by: \_\_\_\_\_

Amount Approved: \_\_\_\_\_

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