

MASON DOWNTOWN DEVELOPMENT AUTHORITY

# COMMUNITY EVENTS SPONSORSHIP PROGRAM APPLICATION FORM

Please review the attached Community Event Sponsorship Program Guidelines. Reply to each section completely; additional sheets may be attached. Application forms may be downloaded from the DDA website. Submit copies of the complete application to [deborahs@mason.mi.us](mailto:deborahs@mason.mi.us).

Name of Applicant and/or Organization: \_\_\_\_\_

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

Event Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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1) DESCRIPTION OF EVENT ORGANIZATION:

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

2) DDA FUNDING HISTORY:

a) Is this the first time you've applied for DDA funding for this event?  Yes  No

b) If yes, when was the last time you applied? \_\_\_\_\_

*Note: Organization which received DDA event funding previously must make a final written report on the event including how DDA funds were used prior to consideration of a new application.*

3) EVENT DESCRIPTION:

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

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

Event Description/Activities Planned: \_\_\_\_\_

Number of Participants Expected: \_\_\_\_\_

Participant Demographics (ages, special interests, where coming from, etc.): \_\_\_\_\_

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

4) DOWNTOWN BENEFIT

a) How the proposed activity will benefit Mason's Downtown and businesses? \_\_\_\_\_

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

b) List local business involved and how they are participating in the proposed event: \_\_\_\_\_

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

5) EVENT PROMOTION

a) How will the event be advertised and publicized? \_\_\_\_\_

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

b) How will you promote downtown businesses as part of the event publicity? \_\_\_\_\_

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

6) BUDGET SUMMARY

Note: Attach an Itemized Budget for the Event to your Application.

TOTAL COST OF EVENT:	\$
TOTAL INCOME PROJECTED:	\$
DDA FUNDS REQUESTED***:	\$

7) FUNDING RECOGNITION

a) How will the DDA's participation be recognized? \_\_\_\_\_

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

Office Use:
<i>Date received:</i>
<i>Meeting Review Date:</i>
<i>Recommendation:</i>