



# Downtown Event Sponsorship Application



## GENERAL INFORMATION

The Gallup B.I.D. is accepting applications for sponsorship requests of events/projects to be held in, or that support, downtown Gallup. The Business Improvement District promotes community events in the downtown, such as events in the El Morro Theatre, the Land of Enchantment Opera, Inter-Tribal Ceremonial, a Downtown Christmas, events in the Courthouse Square, and many other events taking place within the District in order to build community and support commerce for downtown merchants. A separate application must be provided for each event or series of events. Any funding is to be used for:

- advertising (radio, print, television advertising)
- print media (flyers, banners, etc)
- performer fees (including travel and lodging)
- permit or usage fees (rental of El Morro, Courthouse Square, police/fire, security)
- other expenses as approved by the B.I.D. board of directors

### ***Please note the following requirements:***

- This application must be fully completed before reviewed by the B.I.D. board,
- Application must be submitted at least 45 days before the event date,
- B.I.D. logo must be used on all promotional materials,
- A promotional tie to downtown businesses, ie. Restaurant partnerships, etc.
- Any requests over \$500 are required to solicit additional sponsors as a dollar for dollar match.

### ***After the event, the Applicant is required to submit a report to the B.I.D. board with the following:***

- Provide event promotional materials that prove usage of the B.I.D. logo,
- Provide a final event budget showing net profit or loss,
- Provide the number of other business sponsors and total contributions (for applicants requesting over \$500)
- Provide the headcount of the number of event attendees, and counting method(s),
- Provide promotional photos documenting the event for use on the B.I.D. website and other marketing materials.

## PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated on the following criteria:

1. Economic impact to the downtown merchants: number of participating District businesses and type of participation of District businesses, ie. Partnerships with merchants to drive event guests into businesses.
2. Promotional plan that will ensure wide-spread public participation and downtown foot traffic.
3. Event attendance that proves downtown foot traffic increased due to the event.
4. Event budget, showing how viable the event is, how many sponsors were involved, and if a sponsorship with the B.I.D. was necessary for the success of the event.

## CONDITIONS

The Gallup B.I.D. reserves the right, at its sole discretion, to accept or reject any application. The Gallup B.I.D. also reserves the right, at its sole discretion, to request additional information from any or all respondents. Failure to meet the requirements stated within this application may result in forfeiture of future event applications for up to two years. Exceptions can be made on a case-by-case basis as the board deems appropriate.

All applicants will be notified of the decision made about their application within 45 days of submission of all required documentation. If approved, funding will be made within 60 days of submission of all required documentation.

The B.I.D. can offer assistance in completing this application. Individuals or organizations wishing additional information or assistance should contact Lindsay Mapes, Executive Director, Gallup B.I.D. Submit all documents to:

## GALLUP B.I.D.

**Physical location:** 205 W. Coal Ave.

**Mailing address:** P.O. Box 4019, Gallup, NM 87305

**Email:** [Lindsay@GallupBID.com](mailto:Lindsay@GallupBID.com)

**Phone:** 505.722.4430

# Event Application



Organization/Business/Entity: \_\_\_\_\_

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

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

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

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

Funding Request Amount: \_\_\_\_\_

## I: EVENT DESCRIPTION

Describe your event and how it meets the goals of the Gallup B.I.D. to promote downtown as a destination, partners with downtown merchants, and stimulates the local economy:

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## II: PROFIT STATUS

1. Is your organization a **for-profit** or **non-profit** as designated by the IRS? (*circle one*)
2. Is this event **free to the public** or are you **charging admission**? (*circle one*)
  - a. Admission fee: \$ \_\_\_\_\_

## III: ECONOMIC IMPACT

How do you intend to partner or include downtown businesses with your event, such as offering restaurant deals, merchant incentives, or other ways to drive your guests into downtown businesses? (If ideas are needed, please contact the B.I.D.) Please describe:

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## IV: PROMOTIONAL PLAN - How do you intend to promote your event?

### 1. Print Ads:

- Gallup Journey: size ad \_\_\_\_\_ # of ads \_\_\_\_\_ other info: \_\_\_\_\_
- Gallup Independent: size ad \_\_\_\_\_ # of ads \_\_\_\_\_ other info: \_\_\_\_\_
- Navajo Times: size ad \_\_\_\_\_ # of ads \_\_\_\_\_ other info: \_\_\_\_\_
- Town Talk: size ad \_\_\_\_\_ # of ads \_\_\_\_\_ other info: \_\_\_\_\_
- City Limits: size ad \_\_\_\_\_ # of ads \_\_\_\_\_ other info: \_\_\_\_\_
- Other print media: \_\_\_\_\_

# Event Application *continued...*



## 2. Radio Ads:

- Millennium Media: # of spots: \_\_\_\_\_
- Clear Channel Radio: # of spots: \_\_\_\_\_
- KGAK: # of spots: \_\_\_\_\_
- KGLP: # of spots: \_\_\_\_\_
- Other radio outlets: \_\_\_\_\_

## 3. Flyers:

- number of printed: \_\_\_\_\_
- distribution: \_\_\_\_\_
- other info: \_\_\_\_\_

## 4. Other: (banners, google ads, website address, etc) \_\_\_\_\_

\*\*Will the Gallup B.I.D. logo be on all of the above?  Yes  No

## V: EVENT ATTENDANCE

1. What is your anticipated event attendance: \_\_\_\_\_
2. How do you intend to track this number: \_\_\_\_\_

## VI: BUDGET - provide a line item budget on a separate sheet

### SAMPLE PROJECTED BUDGET

Expenses	Description	Amount
	Advertising - type	\$0.00
	Advertising - type	\$0.00
	Permits/Fees - type	\$0.00
	Personnel - type	\$0.00
	Other	\$0.00
	<b>TOTAL EXPENSES</b>	<b>\$0.00</b>

Revenue	Description	Amount
	Admission	\$0.00
	Lodger's Tax	\$0.00
	Sponsors	\$0.00
	B.I.D.	\$0.00
	Other	\$0.00
	<b>TOTAL REVENUE</b>	<b>\$0.00</b>

# Event Report

(to be submitted after the event has been completed)



## I: EVENT DESCRIPTION

Describe your event and how it met the goals of the Gallup B.I.D. to promote downtown as a destination, partnered with downtown merchants, and stimulated the local economy:

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## II: PROFIT STATUS

1. Was this event **free to the public** or did you **charging admission**? (circle one)

a. Admission fee: \$ \_\_\_\_\_

## III: ECONOMIC IMPACT

How did you partner or include downtown businesses with your event, such as offering restaurant deals, merchant incentives, or another ways to encourage downtown shopping?

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## IV: PROMOTIONAL PLAN

1. How did you promote your event? Please list all magazines, newspapers, radio ads, online marketing, flyers, banners, etc.

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2. Was the Gallup B.I.D. logo on all of the above? If no, list what the logo was on:

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## V: EVENT ATTENDANCE

1. What was the event attendance: \_\_\_\_\_

2. How did you track attendance numbers: \_\_\_\_\_

## VI: BUDGET

1. Provide a line item budget with your net profit/loss. For those applicants requesting over \$500, provide the number of sponsors solicited (not including the B.I.D.) and the total sponsorship income (not including the B.I.D.)

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2. Funding request amount: \$ \_\_\_\_\_