



# Special Event Sponsorship Request

Funded by the Downtown Community Improvement District (CID)

## GENERAL INFORMATION

Old Town Cape is seeking applications for assistance with special events and promotions to be held in or support downtown Cape Girardeau between now and June 30, 2016. Old Town Cape promotes community events/projects in the downtown such as Happy Slapowitz's Toy Bash, First Friday with the Arts, River Tales Classic Car Show and more, in order to build community and the sense of place in our downtown.

Applications for funding of \$1,000 or less are being accepted. Applications are invited from businesses, clubs and community organizations. A separate application must be provided for each event or series of events. If the event is an established event (it has occurred at least once in the last year), this sponsorship must be used to enhance or bring something new to the event.

Applications for events may be submitted to Old Town Cape, Attn: Katie Amrhein, 418 Broadway, Cape Girardeau, Mo 63701.

## PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated on the following criteria and weighted points:

Criteria	Weighted Points
PROMOTIONAL IMPACT FOR DOWNTOWN: number of participating businesses (more is better), perceived impact of promotional plan, anticipated community participation/attendance	40%
ECONOMIC BENEFIT: direct impact on downtown businesses (more points may be awarded for weekend events that may include an overnight stay in Cape Girardeau)	30%
COST/LEVERAGE: including cost of event, amount requested, in-kind benefit and support, matching funds	30%

## CONDITIONS

Old Town Cape reserves the right, at its sole discretion, to accept or reject any application. Old Town Cape also reserves the right, at its sole discretion, to request additional information from any or all respondents. Old Town Cape will utilize a selection committee to evaluate and select applications for funding. Questions should be directed to Katie Amrhein, (573) 334-8085 or [info@oldtowncape.org](mailto:info@oldtowncape.org).

All applicants will be notified by email of the decision made about their application, along with logos to be used on promotional materials.

Applicants receiving funding will be required to provide a brief final report summarizing results of the event and a detailed expense report to Old Town Cape following the event/project. Funding must be used and final event report must be submitted to Old Town Cape within 45 days after the funded event/project.

This application is for the fiscal year July 2015 through June 2016. Events/projects that take place after May 1, 2016 shall have reports submitted no later than June 1, 2016 or by a date agreed upon by Event Holder and Old Town Cape.

Funding will be considered only for qualifying established businesses or organizations. Funding will not be allocated to individuals.

Promotional materials and event publicity must acknowledge sponsorship by the Downtown Cape Girardeau Community Improvement District. Old Town Cape will provide a logo and statement for inclusion in promotional materials. Logo standards must be upheld across all advertising mediums.

Individuals or organizations wishing additional information regarding this request for applications should contact Katie Amrhein, (573) 334-8085 or [info@oldtowncape.org](mailto:info@oldtowncape.org)

## Applicant Information

Requesting Organization:

Contact:

Address:

Phone:

Email address:

Special Event Name:

Event Date(s):

Event Times:

Event Location:

Special Event Details - *Please be as specific as possible including expected number of attendees, location specifics, planned arrangements for cleanup, etc.:*

Downtown businesses participating in the event:

Anticipated economic impact for both downtown and the community:

Estimated Budget:

Amount Requested:

Opportunities for  
Income (sponsorship  
opportunities, in-kind  
donations, matching  
funds, etc.):

Type of Event:

Image Building

Cash Register Ringing

Does the event affect any Old Town Cape organizational priorities?:

- Business recruitment
- More people living downtown
- Development of the arts
- Engage the 40 and under crowd
- Placemaking/Connectivity

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*Applicant Signature*

*Date*

### Old Town Cape Approval

- Approved
- Rejected

Comments:

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*Old Town Cape Representative*

*Date*