



Thank you for hosting your event in downtown Greensboro! Events provide exciting destinations within our downtown that increase the quality of life in the City of Greensboro. Downtown Greensboro Inc. is committed to supporting events within the Business Improvement District that have a positive impact on the development of our center city. Events will be considered based upon the following:

- A completed and approved City of Greensboro Special Events Permit - proof required.
- Event takes place within the Business Improvement District (BID). Map attached.
- Event organizer is required to post the event on the www.downtowngreensboro.org event calendar.
- Event organizer is required to tag Downtown Greensboro on Facebook and utilize the downtown Greensboro hashtag (#DGSO) with social media promotions.
- Event organizer is required to complete the post-event recap (attached) and return to Downtown Greensboro Inc. Staff within one month of the completed event.
- Event is submitted by the appropriate deadline:

➤ **Events July 2017 – December 2017 Application Deadline: May 15, 2017**

➤ **Events January 2018 – June 2018 Application Deadline: November 1, 2017**

I. Applicant Information:

Name: _____

Organization: _____

Organization Type:

- Non-profit
- Charitable
- For-profit
- Individual
- Other

Address: _____

Phone Number: _____ Day of Event Phone Number: _____

Email: _____

Alternate Contact Name: _____

Alternate Contact Phone: _____



II. Event Information

Event Name: _____

Event Date: _____

Event Location: _____

Event Hours: _____

Admission Cost of Event: _____

New or Existing Event? _____

Event Website: _____

Event Description:

Previous Number of Attendees: _____

Expected Number of Attendees: _____

Target Demographic: _____

How will this event impact the downtown community, including residents and business owners?

Event Budget (Please attach detailed expenses): _____

Amount of Sponsorship Request: _____

Benefits of Sponsorship (May attach supplemental sponsorship packet):

Non-profit Association/Beneficiary: _____



III. Applicant Signature

I understand the limits and requirements of this program and if approved, agree to complete the project according to plans or specifications discussed in this application and give downtown Greensboro Inc. the right of inspection of finished work and to provide copies of all paid invoices and documentations pertaining to the work described.

Signature of Applicant

Date

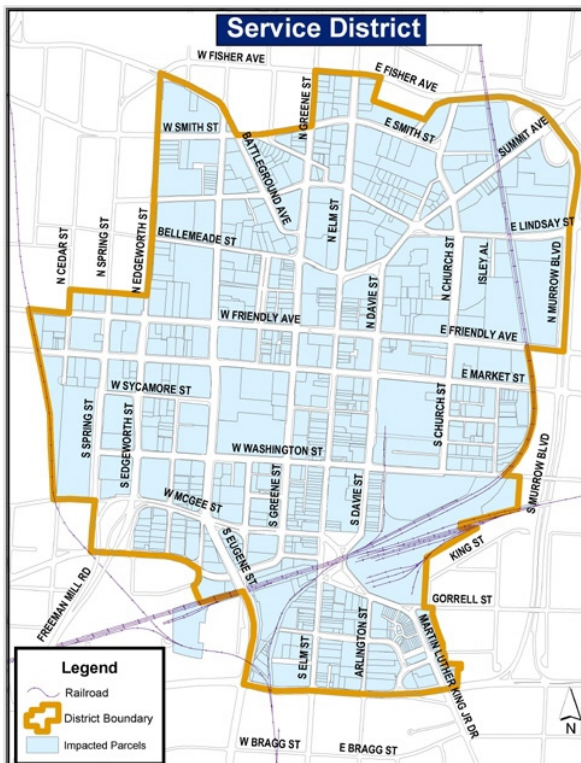
Signature of Event Organizer
(If different than applicant)

Date

Please return completed application to:

Julia Roach
Marketing Director
Downtown Greensboro Inc.
julia@downtowngreensboro.org
(336) 279-7621

IV. Business Improvement District Map:



536 South Elm Street
Greensboro, NC 27406
(336) 379-0060
downtowngreensboro.org



V. Post-Event Recap

Please return to Julia@downtowngreensboro.org within one month after the event date.

Event Name: _____

Event Date: _____

Estimated Number of Attendees: _____

Estimate Based On (Sales, counters, etc.): _____

Demographic Break Down (Age, race, etc.):

Weather on Event Day: _____

Please attach any photos or news coverage of the event.