



DOWNTOWN GREENSBORO

536 SOUTH ELM STREET | GREENSBORO, NC 27406
336.379.0060 | DOWNTOWNGREENSBORO.ORG

Downtown Greensboro Inc. Event Sponsorship Application

Thank you for hosting your event in downtown Greensboro! Events provide exciting destinations within our downtown that increases 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. (If applicable)
- 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.
- Downtown Greensboro Inc. considers numerous factors in reviewing applications.

Examples of our criteria include:

- Improve quality of life
 - Create unique experiences downtown
 - Attract a diverse audience
 - Provide a safe atmosphere
- Event is submitted by the appropriate deadline:
 - **Events June 2018 – December 2018 Application Deadline: June 1, 2018**



DOWNTOWN GREENSBORO

536 SOUTH ELM STREET | GREENSBORO, NC 27406
336.379.0060 | DOWNTOWNGREENSBORO.ORG

I. 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?



DOWNTOWN GREENSBORO

536 SOUTH ELM STREET | GREENSBORO, NC 27406
336.379.0060 | DOWNTOWNGREENSBORO.ORG

Briefly describe why Downtown Greensboro Inc. should sponsor this event:

Event Budget (Please attach a full budget): _____

Amount of Sponsorship Request: _____

Benefits of Sponsorship (May attach supplemental sponsorship packet):

Non-profit Association/Beneficiary:

II. **Applicant Information:**

Name: _____

Organization: _____

Organization Type:

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



DOWNTOWN GREENSBORO

536 SOUTH ELM STREET | GREENSBORO, NC 27406
336.379.0060 | DOWNTOWNGREENSBORO.ORG

Address: _____

Phone Number: _____ Day of Event Phone Number: _____

Email: _____

Alternate Contact Name: _____

Alternate Contact Phone: _____

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:

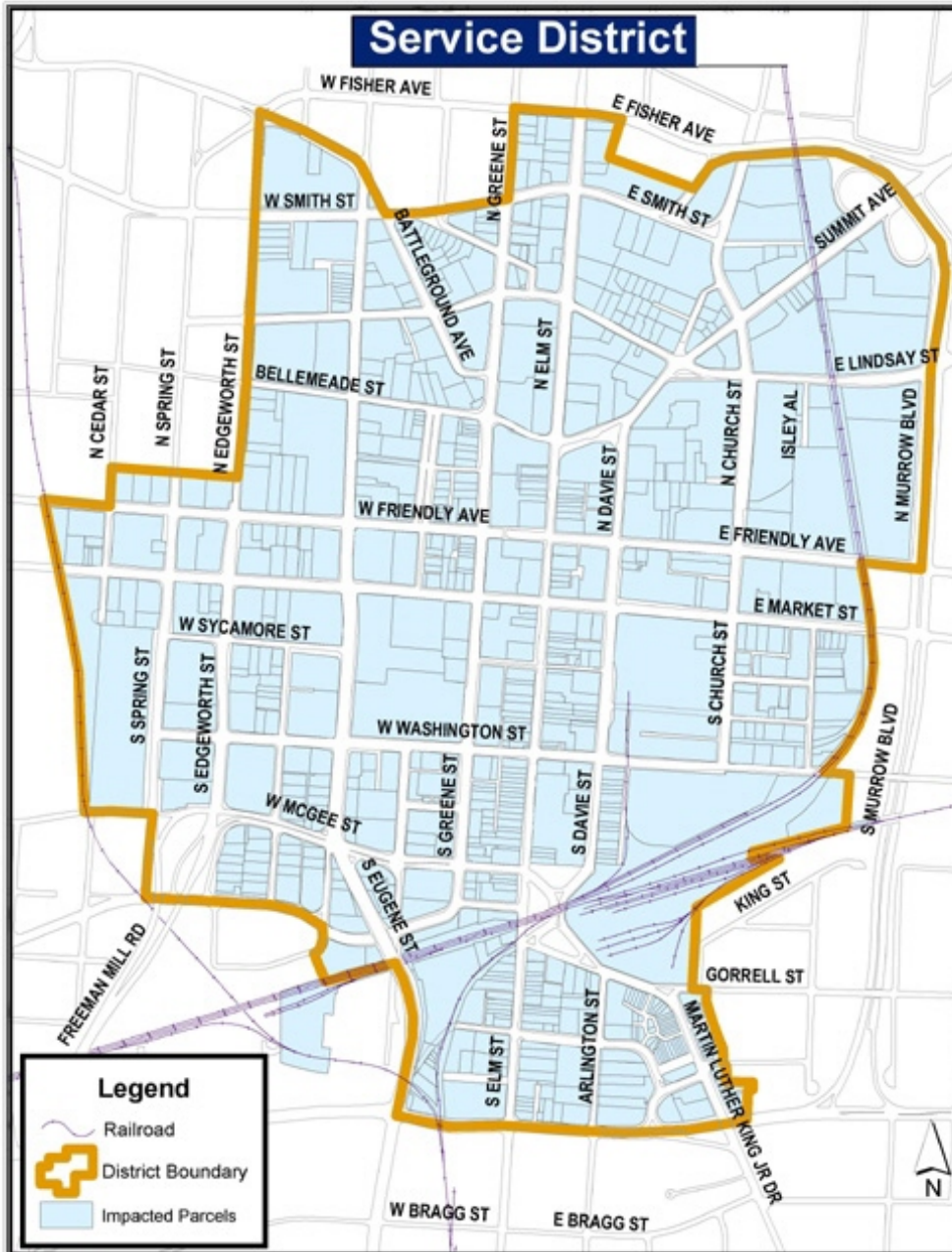
Julia Roach
Marketing Director
Downtown Greensboro Inc.
julia@downtowngreensboro.org
(336) 279-7621



DOWNTOWN GREENSBORO

536 SOUTH ELM STREET | GREENSBORO, NC 27406
336.379.0060 | DOWNTOWNGREENSBORO.ORG

IV. Business Improvement District Map:





DOWNTOWN GREENSBORO

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.