



# DOWNTOWN GREENSBORO

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

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## 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](http://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 January 2019 – June 2019 Application Deadline: January 15, 2019**



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## **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?

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



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

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Event Budget (Please attach a full budget): \_\_\_\_\_

Amount of Sponsorship Request: \_\_\_\_\_

Benefits of Sponsorship (May attach supplemental sponsorship packet):

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Non-profit Association/Beneficiary:

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## **II. Applicant Information:**

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

Organization: \_\_\_\_\_

Organization Type:

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



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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:**

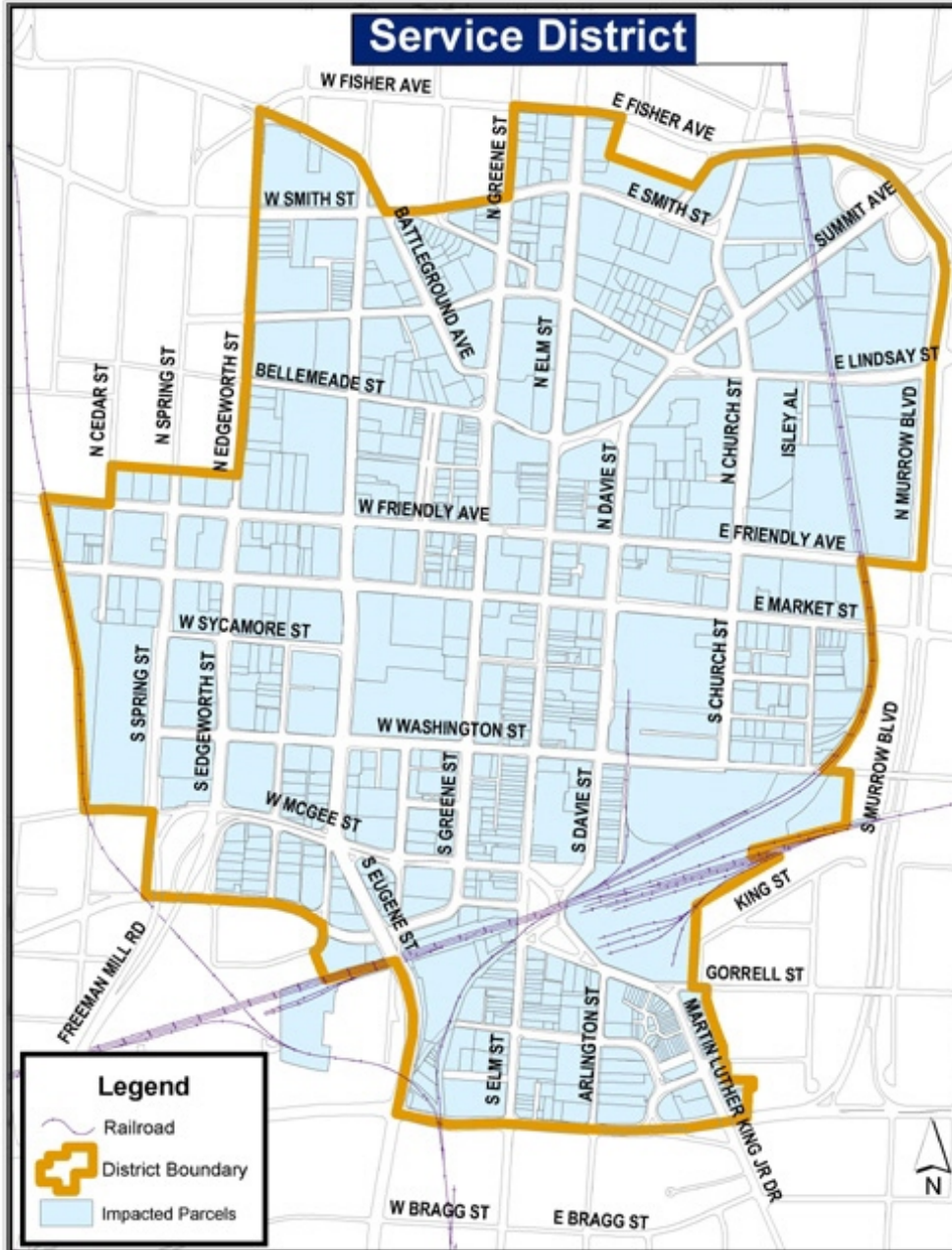
Julia Roach  
Marketing Director  
Downtown Greensboro Inc.  
[julia@downtowngreensboro.org](mailto:julia@downtowngreensboro.org)  
(336) 279-7621



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## IV. Business Improvement District Map:





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## V. **Post-Event Recap**

**Please return to [julia@downtowngreensboro.org](mailto: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.):

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Weather on Event Day:

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Please attach any photos or news coverage of the event.