



# CITY OF NEW PORT RICHEY SPECIAL EVENT IN-KIND SPONSORSHIP APPLICATION

## I. EVENT INFORMATION:

- a. Organization: \_\_\_\_\_
- b. Name of Event: \_\_\_\_\_
- c. Event Dates (beginning, ending): \_\_\_\_\_
- d. Event Coordinator (name, address, phone, email) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- e. Please describe the proposed event to include type of event and scope of activities: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- f. Please indicate other events provided by your agency and the amount (if any) currently funded by the City: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- g. How are the events specified assessed for effectiveness? \_\_\_\_\_  
\_\_\_\_\_
- h. Please provide a statement setting forth the specific use of net proceeds derived from the special event and how the proposed use benefits the city: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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**II. MARKETING AND ADVERTISING**

- a. Which specific advertising mediums will be used? \_\_\_\_\_  
\_\_\_\_\_
- b. Identify advertising campaign duration and amount for each medium: \_\_\_\_\_  
\_\_\_\_\_
- c. Will the City of New Port Richey be identified as a sponsor on all promotional/advertising materials? \_\_\_\_\_

**III. ECONOMIC IMPACT**

- a. Describe the overall economic benefit to NPR: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- b. Will the event compliment or compete with existing downtown businesses?  
\_\_\_\_\_  
\_\_\_\_\_
- c. Please describe in what way(s) and to what degree? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**IV. EVENT IMPACT**

- a. How many consecutive years has this event been held in NPR? \_\_\_\_\_
- b. What is the target audience for this event? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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- c. Are you proposing any notable changes in the event from previous years? If yes, then please explain: \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**V. REQUIRED DOCUMENTS**

- a. Adopted agency budget for current fiscal year.
- b. Audited Financial Statement (for 2018 or a IRS Form 990)
- c. Certificate of Incorporation
- d. Federal Tax ID Number



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**Overall Proposed Statement of Revenue & Expenditures**  
(Detailed line-item budget)

<i>Revenues</i>	<i>Previous Year*</i>	<i>Current Year</i>
<i>Ex. - City Sponsorship</i>	\$	\$
<b>Total Revenue</b>		

<i>Expenses</i>	<i>Previous Year*</i>	<i>Current Year</i>
	\$	\$
<b>Total Expenses</b>		

*\*A profit & loss statement may be provided in lieu of the requested detail*