Gladstone Community Event Sponsorship Program

Thank you for your interest in hosting a community event in the City of Gladstone. The Gladstone Community Event Sponsorship Program is designed to assist the development/marketing of festivals and community events, and to improve or enhance existing festivals and events in Gladstone. The City of Gladstone is interested in supporting projects that are aligned with proposed deliverables from the Gladstone Tourism Strategy and support the Gladstone brand adjectives: "wholesome, playful, community spirit, authentic."

Sponsorship funds have a maximum up to $2500 per event and are available for up to 4 events per organization, per year. This sponsorship requires a one-to-one cash "match" by the applicant. The City of Gladstone has allocated $25,000 to this program and will provide grants for non-profit organizations that produce events that are open and accessible to the general public.

The Gladstone Community Event Sponsorship Program is designed with the following objectives:

- Benefits local businesses
- Maintains accountability to the taxpayers of the community
- Supports well-managed, viable existing and new public events that are designed to build community and social capital, encourage local commerce,and/or engage the community in the arts/culture
- Ensures transparency in the award of grant funding

APPLICATION PROCESS:

- Applications will be accepted beginning March 4th, 2024, and will close when all funding has been allocated, or by December 31st, 2024, whichever comes first.
- Applications must be received at least 60 days prior to the event.
- Applications must be emailed to Jory@ci.gladstone.or.us.

APPLICATION REVIEW:

- Applications will be reviewed for appropriateness for the program based on set criteria and guidelines.

A written report (detailed outline will be provided upon receipt of sponsorship award) must be submitted to the City of Gladstone, Economic Development, within 30 days of the event's conclusion. If a festival/event or sponsoring organization has received Gladstone Community Event Funding in the past and the previous activity was incomplete or unsatisfactorily managed, future funding will be denied.

APPLICATION GUIDELINES:

The City of Gladstone has developed the following program guidelines to establish terms and conditions for applicants seeking financial support from the City to help defray the cost of producing public events designed to build community and social capital, encourage local commerce, and/or engage the community in arts and culture.

Please keep these guidelines in mind as they will be used by the City of Gladstone to evaluate event sponsorship applications. Applications that do not fit sponsorship guidelines or criteria will not be eligible for funding.

1. Festival/Event has written support of the community, local businesses, civic organizations, and/or chamber of commerce.

2. Staff/volunteers have festival management experience and/or professional consulting.

3. Overall application demonstrates a project ready to move forward in this calendar year, and a high likelihood of success.

4. Multiple sources of funding and/or earned income for the festival/event are secure and confirmed. Proof of 501c3 organization or private business sponsorship is provided.

5. Festival/event is identified in the Gladstone Tourism Strategy. A community event must relate to existing city products or assets and is in an accessible and "visitor-friendly" location.

6. Festival/event has measurable goals for economic impact on the community, expressed in terms of visitor spending, and the application demonstrates potential for positive economic impact.

7. Organizations must have commercial liability insurance. Liability Coverage: $2,000,000 for each occurance and $4,000,000 for an aggregate occurrence, naming the City of Gladstone as additional insured.

8. The applicant and its collaborators must not discriminate based on race, ethnicity, age, gender, or sexual orientation.

ELIGIBLE APPLICANTS

- Non-profit organizations recognized by the US Internal Revenue Service and registered with the State of Oregon.
- Groups associated with political parties and/or organized to promote political messaging and religious groups organized to convey a religious message are not eligible to receive City funding.
- All applicants must be in good legal standing with all local, state, and federal regulatory/reporting agencies and taxing authorities.

ELIGIBLE COSTS

- Promotions/Marketing Costs
  - Graphics
  - Printing
  - Postage
  - Advertising
- Fees
  - Equipment Rentals
  - Event Venue Rentals
  - Event Regulatory Permit Fees
  - Commercial Liability Insurance Rider
- Equipment Purchases
- Supply Purchases
- Security

INELIGIBLE COSTS

- Liquor, Beer, Spirits, Cannabis
- Personnel or administrative costs
- Smoking or Vaping equipment or supplies

GRANT AWARD

- Approved grant awards will be distributed up front and are not on a reimbursement basis.
- Paid invoices/receipts are required to substantiate expenditures against eligible costs.
- Public event organizers that incur costs without presenting eligible paid invoices/receipts and financial reports may be disqualified from accessing City funds in the future.
- If the event does not take place, the event organizers will be required to repay the grant to the City within 10 days.

Consideration of this application will be based on the above detailed criteria and within the frameworks of the [Gladstone Tourism Strategy, which can be found here](#).

GLADSTONE COMMUNITY EVENT SPONSORSHIP PROGRAM

Please email your application and supporting documentation to Jory@ci.gladstone.or.us

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Event Title:

_____

Event contact:

_____

Organization:_____

Date:_____ Amount of Funds Requested:_____

Email_____Phone:_____

Organization
Address:_____

Federal ID Number:_____State of Oregon Registry:_____

Nonprofit? Yes/No If Yes, Type of nonprofit:_____

Physical location, date, and times of
event:_____

Classify your Festival/Community Event (check one):

☐ New Community Event
☐ Established Community Event

Community Event Sponsorship Program Questionnaire *(attach a separate sheet if needed)*

- Event Description: (What is this festival/community event celebrating? Why is it being held?)

- Explain how this event fits into the Gladstone community/city's overall tourism plan.

- List other organizations/groups involved in this community event and explain their role:

- Explain the funding sources for your event. Include major sponsors/vendors.

- List event management experience at both the staff and volunteer levelel and/or professional event consultation.

- What methodology will be used to help substantiate estimated visitor attendance level?

- Describe your advertising/promotion efforts including where this event will be marketed and how.

- How will your event build community, support local business, and/or encourage participation in the arts or culture?

Target markets/theme areas (check all that apply)

- ☐ Recreation/Sports
- ☐ Arts/Culture
- ☐ Agritourism
- ☐ Local Commerce
- ☐ Downtown Events(Portland Avenue)
- ☐ Other (please explain)_____

Submission of this application indicates that you agree to the terms and conditions set forth by the City of Gladstone (initial each line).

- ☐ Approved use of City logo
- ☐ Approved Special Events Permit
- ☐ Collecting and sharing accurate attendance information
- ☐ Post-event report due within 30 days of event

Other questions:

- Is the organization in good standing with local, state, and federal regulatory agencies? Y/N
- Is an admittance fee being charged? Y/N
- How many vendors are expected? _____

Please attach the following:

- ☐ Projected revenue and expenses for upcoming event
- ☐ Commerical Liability Rider naming City of Gladstone as additional insured.
- ☐ Copy of the IRS certification letter or IRS file # as proof of nonprofit status.

I (We) certify that the information on this application is true and correct, and I (We)understand that any misrepresentation of the facts will nullify the grant request and cause the application to be denied.

Public Event Organizer/Organization:

By: _____

Print:_____

Title:_____

Date:_____