



Chandler • Arizona
Where Values Make The Difference

The City of Chandler

Event Sponsorship Funding Program

Fiscal Year 2011-12

Program Overview

The City of Chandler's event sponsorship program is designed to assist local non-profit organizations in presenting events that serve the public and promote Chandler. The mission of the program is to provide support and sponsorship to deserving special events, which enhance the community in the following ways:

- Providing cultural and educational enrichment
- Celebrating our unique diversity, history and heritage
- Enhancing pride and a sense of community
- Promoting a positive image of the City of Chandler
- Endorsing economic vitality

The program is designed to be a short-term assistance as events become established.

Eligibility Requirements

- All applicants must be a **non-profit 501(c)(3) organization**
- Organization may only submit one application for an event
 - Multiple submissions will be not be considered
- Events with multiple co-organizations will only be allowed to submit one application
- Ineligible organizations/events
 - City of Chandler Departments or Divisions
 - For-profit events
 - For-profit/Non-profit partnerships where the benefits to the non-profit organization cannot be demonstrated
 - School events
 - Any event were multiple organizations submit an application

Application Process

All organizations must complete the following application process:

- Sponsorship Funding Application
- Provide a Certificate of 501(c)(3) Status
- Special Event Application (*only if event takes place on public property*)
- Sponsorship Funding Event Budget Form
- Past or Current Promotional Materials

Important application deadlines:

- Applications available – July 6, 2011
- **Applications must be submitted by August 23, 2011 at 5pm**
- Applications reviewed by a committee on September 14, 2011
- Results ratified by the Chandler Cultural Foundation on September 22, 2011
- Notification of Award letters mailed to all applicants the week of September 26, 2011

PLEASE NOTE: Applications received after the deadline will not be considered. You must complete the budget form and return it with your application.

Criteria and Review Process

Applications for sponsorship are reviewed by the Event Sponsorship Committee, which ranks applications based upon the following criteria:

- Cultural and educational impact on the community and ability of the event to demonstrate Chandler's unique diversity, history and heritage
- Ability of the event to promote community pride and a positive image of the City of Chandler
- History of the applicant organization in producing the event, managerial and administrative ability of the applicant's organization to carry out the event and properly administer sponsorship funds
- City where applicant's organization is based (Chandler organizations receive greater consideration)
- Economic impact on the community
- The number of years the organization has received funding and how established the event has become
- The support of the event by additional City of Chandler funds, staff, or department

Ranked applications are then submitted to the Chandler Cultural Foundation Board for approval. The Chandler Cultural Foundation is under contract with the City of Chandler to manage programs and events at the Chandler Center for the Arts. This nonprofit corporation has over 17 years of experience in the selection and contracting of cultural programs.

Panel Members

The Event Sponsorship Committee will consist of a panel of 6 citizens who sit on City appointed boards or commissions. The panel will be chaired by a member of the Chandler Cultural Foundation, with the chair being a non-voting member. The panel will rank the submitted applications and give their funding recommendations to the Chandler Cultural Foundation.

The Committee will consist of the following representatives:

- 2 - Cultural Foundation Members
 - 1 will be a non-voting Chair and the other will be a voting member
- 1 - Mayor's Youth Commission
- 1 - Human Relations Commission
- 1 - Arts Commission
- 1 - Mayor's Committee for People with Disabilities

Allocation of Funds

No one applicant organization will receive more than \$5,000 in sponsorship in any fiscal year (July 1 – June 30). Applicants are eligible for 50% of the event costs with the total allocation not to exceed \$5,000. Depending on the number and quality of applications received, it is possible that funding allocations may be lower than the amount requested by the applicant.

All applications receiving funds will be required to submit a final report on their event within 90 days following their event. That report shall include documented use of awarded funds, event attendance and highlights. Failure to submit the report, in its entirety, within the specified time line will eliminate the organization's ability to apply for funds during the next call for applications.

2012 Chandler Centennial

A new feature of the Sponsorship Funding Program this year is the addition of being named a 2012 Chandler Centennial Designated Event. Events taking place during the calendar year of January 1- June 30, 2012 and awarded funds will be given the Centennial designation should the event agree to all terms of program.

Benefits of Becoming a Centennial Designated Event

1. Your event will be included in all calendars promoting the Centennial activities
2. Your event will be listed on the official Centennial website
3. Press releases will be sent out two weeks prior to your event weekend listing the upcoming Centennial Designated events, including yours
4. Your event can provide fliers to the Centennial Booth for distribution

Requirements of an Accepted Centennial Designated Event

1. To place the Centennial logo on any of the following items used for the event:
 - a. Event promotional materials – fliers, posters, brochures, banners, etc.
 - b. Event print advertising
 - c. Event’s official website
2. City Centennial Committee approval of all promotional materials and advertising with the Centennial logo
3. To mention your Centennial Designation in any press release or article about the event
4. To provide a 10’ x 10’ space for the Centennial Booth at the event
5. To keep a copy of all press releases or pieces of advertisement on the event where the Centennial or its logo is displayed and provide it to the City after the event is complete.

Ineligible Fees/Costs

Fees that are not eligible for funding are items not directly related to holding the event, or fees that would reimburse the administrative costs of the organization putting on the event. Only cash expenses will be considered. Ineligible fees include, but are not limited to the following:

- Administrative/Payroll/Benefit Costs (salaries and/or wages for any full time/part time employee or contracted employee that works for the organization when event is not taking place)
- Consumable Goods (food, drinks, snacks)
- Liquor Licenses/Fees
- Any/All Costs Associated With The Sale Of Alcohol (supplies, fencing, bartender, etc.)
- Event Insurance Costs
- Membership/Professional Development/Conference Fees
- Postage (for advertisement, mailings, etc.)
- Gifts/Take Home Promotions
- Scholarships
- Capital Expenses/Improvements
- Non-Cash, In-Kind Services Or Fees That Are Waived And/Or Sponsored by the City of Chandler
- Permit Fees
- Hospitality Items
- Credit Card Charges
- Music Licensing Fees
- Taxes

Appeals Procedure

All decisions made by the Chandler Cultural Foundation are final and are not subject to appeals or further review.

Quick Tips

- It is important that you complete the entire application. The more detail that you provide the better as it will help the Committee understand what your event's purpose is and how it will benefit the community. **Incomplete applications will not be considered for the program.**
- Applications received after the deadline will not be eligible.
- City of Chandler organizations receive greater consideration for funding.
- Each question on the application is thoroughly reviewed but please pay particular attention to the following questions:
 - History of your organization and event
 - How your event will have a cultural and educational impact on the community as well as how it will demonstrate Chandler's unique diversity, history and heritage
 - Ability to promote community pride and a positive image of the City of Chandler
 - Economic impact
 - A detailed budget
- Although not required, it is very helpful if you provide financial reports from past two years to show the Committee your organization's ability to manage a budget, carry out the event and properly administer sponsorship funds.
- Please understand that you are not guaranteed to receive funding and in the event that you do receive funding, it may be less than what you requested on your application.
- Applicants are encouraged to attend the review meeting to clarify information on the application or budget. This may assist the Review Panel in making a decision.

Contact Information

For any questions regarding the Sponsorship Funding Program, please contact:

Hermelinda Llamas
Special Events Coordinator
Phone: (480) 782-2665
Fax: (480) 782-2713

E-mail: Hermelinda.Llamas@chandleraz.gov

Please mail all applications to:

Hermelinda Llamas
C/O Community Services
MS 500
P.O. Box 4008
Chandler, AZ 85244-4008

Hand deliver applications to:

Hermelinda Llamas
City Hall
175 S. Arizona Ave
Lobby Reception Desk
Chandler, AZ 85225