

**2020 TOWN OF AVON SPECIAL EVENT  
FUNDING & CALENDAR APPLICATION**

**1) PRODUCING ORGANIZATION INFORMATION:**

- a. Business Name:
- b. Primary Contact Person/Title:
- c. Alternate Contact Person/Title:
- d. Business Mailing Address:
- e. Business Physical Address:
- f. Primary Contact Phone Number:
- g. Alternate Contact Phone Number:
- h. Primary Contact Email Address:
- i. Alternate Contact Email Address:
- j. If any, Event or Business Website, Facebook and/or Instagram Address:

**2) NAME OF SPECIAL EVENT:**

**3) SELECT ONE EVENT CATEGORY:**

- Recreational (athletic tournaments/competitions, runs/races, etc.)
- Cultural Enrichment (culinary, dance, storytelling, theatre, markets, etc.)
- Educational
- Festival/Concert

**4) SELECT ONE BUSINESS CATEGORY:**

- For Profit
- Non-Profit (501C-3)
- Not-for-Profit (501C-6)

**5) SPECIAL EVENT DESCRIPTION:**

Please provide a detailed description of the event, its activities and entertainment, including talent and specific genres of music, type/style of dance, theater, etc. Include in the description, the following information:

- a. Dates and times for production set-up and breakdown:
- b. Dates and times for the event program/activities/performance:

- c. Town-owned venues are being requested: (Please reference ATTACHMENT 1)
- d. If any event activities will take place outside Town-owned venues, please explain:
  
- e. Is the event a new or existing event?

**6) EVENT OBJECTIVES AND EXPECTATIONS:**

Explain the event objectives, outcomes, metrics, and expectations. (Please reference ATTACHMENT 2)

**7) ATTENDANCE ESTIMATES:**

- a. Number daily participants as paid ticket buyers:
- b. Number of daily non-ticketed (free) participants:
- c. Number of daily registered competitors, etc.:
- d. Number of artists, exhibitors, vendors, etc.:
- e. Number of event staff (paid or volunteer, including contractors):
- f. Total Attendance per day:
- g. Total Event Attendance (if multiple days):
- h. Statement regarding estimates for percentage of local, regional, state and/or international attendees:

**8) MARKETING & SPONSORSHIPS:**

- a. Please provide a detailed description of the event marketing plan and indicate how the budget will support the plan, include strategy and execution details.

b. Please explain the potential for sponsorships and media exposure.

c. Please attach your sponsorship presentation.

**9) BUDGET & RETURN ON INVESTMENT/OBJECTIVES:**

Please provide a complete proposed 2020 event budget, including the projected breakdown of revenues (i.e. ticket sales, concession, vendor, merchandise sales, sponsorship, etc.) expenses (labor, production, operations, logistics, marketing, decoration, accommodations, etc.) and in-kind awards (trade arrangements to off-set expense, etc.). Please include the following information:

a. What percent of the total event budget is the Town being asked to fund?

b. Describe how requested funds from the Town will be used?

c. Describe or calculate the estimated return on investment. See ATTACHMENT 3 as a sample method for ROI calculation for a multi-day festival, but it is not the required method.

d. Should the Town decide not to financially support this event, will it still occur? If yes, what would be the difference in the event if it is not funded at the full request?

*Please note, the event budget will be treated as a confidential work product and is not a public document except for the net income/profit shown in the budget; however, the Town reserves the right to request greater budget detail. A Non-Disclosure Agreement for the event budget will be provided if requested by the applicant prior to application submittal.*

**10) CASH FUNDING REQUESTS, IF ANY OR APPLICABLE:**

a. Cash granted by the Town of Avon for 2016, 2017, 2018, 2019:

b. Projected cash funding requests for 2020, 2021, 2022:

**11) IN-KIND REQUESTS, IF ANY OR IF APPLICABLE:**

a. Please reference ATTACHMENT 4 for an estimated cost and list of in-kind services, assets, and facilities.

b. Total value of in-kind granted by the Town of Avon for 2016, 2017, 2018 and 2019:

c. Total projected value of in-kind funding request for 2020, 2021, 2022:

**12) STATEMENT REGARDING SPECIAL EVENT GOALS & REVIEW CRITERIA:**

Please provide a statement assessing how the special event meets the Goals and Review Criteria listed in ATTACHMENT 5.

**13) SIGNATURE STATEMENT:**

I affirm that all the information included in this application, its attachments, and its supplemental documents is true and correct to the best of my knowledge. I affirm that I have read ATTACHMENT 6 and understand Town of Avon Production Requirements.

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Authorized Signatory

Date

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

