



Downtown Visalia

## ALLIANCE

Mail: 110 W. Main Street, Suite D

Visalia, California 93291

Phone: 559 732-7737

### EXECUTIVE BOARD

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Taylor Bros. Hot Dogs

David Miller, Vice President  
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Janeen's Furniture Gallery

Shelly Wade  
Gourmet Wedding Cakes & Dessert

Re: Downtown Visalia grant application,

Thank you for the opportunity to partner with your organization. Attached is a Downtown Visalia grant application for the fiscal year 2011 - 2012.

**This grant application is for the upcoming fiscal year, July 1, 2011 through June 30, 2012.**

**All requests must be submitted by March 1<sup>st</sup>, 2011 to be considered for the fiscal year July 2011 through June 2012.**

An event taking place within the boundaries of our district (Conyer to Santa Fe and School to Mineral King) will be given the highest priority. Grants are available in Downtown Visalia Gift Checks or Cash. (Cash grants may be paid out in 2 payments.)

**If the event is being produced for the first time**, draft copies of promotional material must be included with the completed packet. Downtown Visalia Alliance must be named on print advertising and mentioned in electronic advertisement.

The application must also include a completed budget. A *sample* is enclosed for your benefit.

Your application must have signed copies of all permits required by the City of Visalia and if applicable the County of Tulare.

Please be sure all pages of the packet are completed and all of your material is in order. **Incomplete packets cannot be considered.**

We hope this information will be useful to your organization when requesting funding from Downtown Visalians. Please feel free to call the office if we can be of any further assistance.

A complete application will include the following:

- Completed Application
- Completed Budget
- Samples of proposed advertising for an inaugural event
- Copies of advertising for a previously sponsored by Downtown Visalians event
- Copies of permits required by the City of Visalia Event Committee and/or County of Tulare

# SPONSORSHIP REQUEST FORM

## SAMPLE BUDGET

Please use this sample budget as a guide for your event budget.

Revenue		
	Vendor Booth 20@ \$100	\$2,000
	Food Booth 10 @ \$100	\$1,000
	Merchandise	\$1,000
	Tickets 500@ \$10	\$5,000
	Games	\$1,000
	Sponsorships 5 @ \$1,500	\$7,500
		\$17,500
Expenses		
	Radio	\$1,000
	Television	\$1,500
	Newspaper	\$1,500
	Printing	\$700
	Postage & Supplies	\$300
	Insurance	\$1,000
	Portable Restrooms	\$1,000
	Extra trash cans	\$300
	Entertainment	\$3,000
	Miscellaneous	\$300
		\$10,600

# SPONSORSHIP REQUEST FORM

Cash Requested \$ \_\_\_\_\_

Previously Received \$ \_\_\_\_\_

Gift Certificates \$ \_\_\_\_\_

Previously Received \$ \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Name of the Event: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Event: Parade \_\_\_\_\_ Route: \_\_\_\_\_

Festival \_\_\_\_\_ Other \_\_\_\_\_

Exact Location(s) of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_ Hour(s) of Event: \_\_\_\_\_

Amplified Music: Yes \_\_\_\_\_ No \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_

Number of Years Produced: \_\_\_\_\_

Please enclose copies of all required permits from the City of Visalia and other agencies.

<b>Office Use:</b>	
Date Received by Downtown Visalia Alliance: _____	Initialed by: _____
Executive Board Recommendation: Declined _____ Approved _____	Date _____
Board of Directors Review: Declined _____ Approved _____	Date _____

# SPONSORSHIP REQUEST FORM

**How will you promote Downtown Visalia Alliance through your event? Please be as specific as possible. Draft copies of a new event must accompany the application.**

1. Will you produce **posters**? Yes\_\_\_\_No\_\_\_\_; If Yes, how many will be printed? \_\_\_\_\_

Where will posters be distributed? \_\_\_\_\_

2. Will you produce **flyers**? Yes\_\_\_\_No\_\_\_\_; If Yes, how many will be printed? \_\_\_\_\_

Where will flyers be distributed? \_\_\_\_\_

3. Will you have **newspaper** advertising? Yes\_\_No\_\_\_\_;

Which newspapers? \_\_\_\_\_

Size of ad \_\_\_\_\_ Number of times it will run \_\_\_\_\_

4. Will you have **Radio** advertising? Yes\_\_\_\_No\_\_\_\_; Number of times it will run \_\_\_\_\_

Which stations? \_\_\_\_\_

5. Will you have **Television** advertising? Yes\_\_No\_\_\_\_; Number of times it will run\_\_\_\_\_

Which stations? \_\_\_\_\_

6. What other means will you use to promote the event? \_\_\_\_\_

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**Describe your event and exactly how the funds from Downtown Visalia Alliance will be used.**

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