

**RESOLUTION NO. 7931**

**RESOLUTION ADOPTING THE REVISED SPECIAL  
EVENTS SPONSORSHIP POLICY**

**WHEREAS**, the Reno City Council has approved promoting a Sustainable and Vibrant Economy as a priority of the City of Reno for Fiscal Year 2013-2014, and

**WHEREAS**, the City of Reno recognizes that special events contribute significantly to the local economy and enhance a sense of community, and

**WHEREAS**, the City of Reno issues permits to more than 200 special events, many of which require City services, and

**WHEREAS**, the City services for special events are required by Reno Municipal Code Chapter 3.13 to be reimbursed back to the City, and

**WHEREAS**, special events benefit from City sponsorship of City services, and

**WHEREAS**, the Special Events Subcommittee of the Reno City Council requested that staff create an in-kind sponsorship application process giving promoters a clear and comprehensive format, timeline and understandable process for all event sponsorship requests, and

**WHEREAS**, the Special Events Subcommittee of the Reno City Council has approved Legacy Event, Community Event, New Event and Nonprofit Event Categories to rate special events in the new sponsorship policy, and

**WHEREAS**, the Special Events Subcommittee of the Reno City Council has created preferences for events which spur economic development and a sense of community, are valued by Reno citizens, are unique, have a realistic potential for growth and / or longevity, work to involve the University of Nevada, have a strong marketing plan and have partnerships with other event promoters to cross promote, and

**WHEREAS**, on December 2, 2013, the Special Events Subcommittee of the Reno City Council approved and forwarded to the City Council for consideration a revised special events sponsorship policy, the purpose of which is to consider and make recommendations to the City Council on applications for special event sponsorship(s), and

**NOW, THEREFORE, BE IT RESOLVED THAT:** the City Council of the City of Reno, Nevada, adopts the attached revised Special Events Sponsorship Policy.

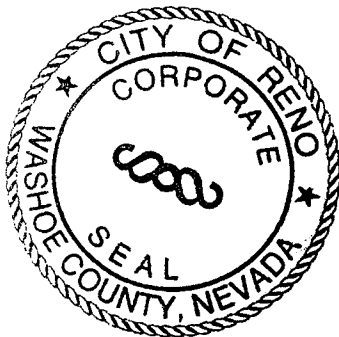
Upon motion by Council Member Zadra, seconded by Council Member Dortch, the foregoing resolution was adopted this 15<sup>th</sup> day of January, 2014, by the following vote of the Council:

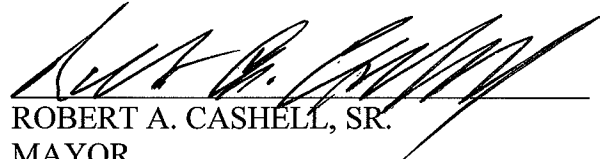
AYES: Zadra, Dortch, Schieve, Brekhus, Delgado, Jardon, Cashell

NAYS: None

ABSTAIN: None ABSENT: None

APPROVED this 15<sup>th</sup> day of January, 2014.



  
ROBERT A. CASHELL, SR.  
MAYOR

ATTEST:

  
LYNNETTE R. JONES  
CITY CLERK

# **CITY OF RENO – SPECIAL EVENT PROGRAM**

## **Special Event Sponsorship Policies and Procedures**

### **I. PURPOSE**

The purpose of this policy is to provide a standardized process for the allocation of sponsorship funding to special events.

### **III. REFERENCES**

Reno Municipal Code 5.13.

### **IV. PERSONS AFFECTED**

All event Promoters who have events in the City of Reno that fall under the Special Event definition of RMC 5.13.010.

### **V. POLICY**

It is the policy of the City of Reno to provide a clear sponsorship application process giving promoters a comprehensive format, timeline and understandable process for all event sponsorship applications.

### **VI. DEFINITIONS**

- A. Deadlines – Specified dates and times that the City of Reno City Manager's Office designates to Special Event Sponsorship Application submission.
- B. Rating Sheets –. The forms utilized by the Special Event Sponsorship Committee to evaluate each event within their respective self-selected event category. A Rating Sheet will be developed for each event category.
- C. Promoter – A person or persons who apply for Special Event Permits within the City of Reno.
- D. Special Event Sponsorship Application – A form and questionnaire that promoters will be asked to complete in order to receive consideration for a Special Event Sponsorship.
- E. Special Event Sponsorship Committee – This committee will be made up of a member of the Reno City Council from the Special Events Subcommittee of the Reno City Council who will serve as Chair, an appointed member from the Reno Citizens Institute, an appointed member from the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Special Events

Subcommittee of the Reno City Council. These members will examine submitted Special Event Sponsorship and will make recommendations to be forwarded to the Special Events Subcommittee of Reno City Council for recommended approval to the Reno City Council.

## **VII. RESPONSIBILITIES**

- A. The City Manager's Office is responsible for the centralized administration and coordination of this policy, application and process.

A member from the Reno City Council on the Special Events Subcommittee of the Reno City Council, an appointed member from the Reno Citizens Institute, an appointed member from the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Special Events Subcommittee of the Reno City Council will be voting members of the Special Event Sponsorship Committee and will make recommendations to be forwarded to the Reno City Council for approval.

The Special Events Program Manager will compile the supporting documents to present the committee's recommendations and any necessary contracts to the Reno City Council. The Reno City Council will have final approval of Special Event Sponsorships.

## **VIII. PROCEDURES**

- A. There will be one application date annually that Promoters must submit their applications by.
- B. Applications will be released by the City Manager's Office to Promoters and placed online to the general public.
- C. Applicants will asked to classify their event in one of the following categories:
1. **Legacy Events** are defined as events that in which all five of the following conditions are met:
    - a. The event has been in existence for a minimum of five years; and,
    - b. The event has an average daily attendance of 5,000 or more spectators/attendees; and,
    - c. The event can prove that it provides a significant positive economic impact to the City of Reno; and,
    - d. The event is programmed for and marketed to the community at large; and,
    - e. The event is held on City of Reno property or requires provisions of City services.

2. **Community Events** are defined as events that in which all five of the following conditions are met:
  - a. The event has been in existence for a minimum of three years; and,
  - b. The event has an average minimum daily attendance of 2,000; and,
  - c. Events that may not necessarily result in significant economic impact to the City, but promote civic and/or neighborhood pride, and enhance the quality of life and well being of the City's residents.
  - d. The event is programmed and advertised/marketed to the community at large; and,
  - e. The event is held on City of Reno property or requires provisions of City services.
3. **New Events** are defined as events in which all three of the following conditions are met:
  - a. The event or a substantially similar event has been in existence for less than three years regionally; and,
  - b. May not have a forecast for an average daily attendance yet event is programmed and advertised/marketed to the community at large; and,
  - c. The event is held on City of Reno property or requires provisions of City services.
4. **Nonprofit Events** are defined as events in which all six of the following conditions are met:
  - a. The event is organized and conducted by a organization defined in NRS 372.3261 and which operates from or provides services within the City of Reno; and,
  - b. The event's proceeds are given directly to organizational programs; and,
  - c. The event provides a benefit to the general public as defined in NRS 372.3261; and,
  - d. The event includes participation either by spectators and/or participants by the general public (notwithstanding an admission or participation fee); and,
  - e. The city services estimate does not exceed \$7,500; and,
  - f. The event is held on City of Reno property or requires provisions of City services.

D. Applicants will be rated against the following objectives in each category:

1. The sponsorship objectives of the City relative to the Nonprofit Events are to support nonprofit groups that are having a special event specifically to

raise money for their cause that serves Reno citizens. The Nonprofit Events Rating sheet is attached to this policy for reference.

2. The sponsorship objectives of the City relative to the New Events are that the City fosters the growth of new special events that have a plan for sustainability that will allow the event to eventually grow into Community or Legacy Event. The New Event Rating sheet is attached to this policy for reference.
3. The sponsorship objectives of the City relative to Community Events are that the Reno constituents value the event and that the event enhances the quality of life of our citizens. The Community Event Rating sheet is attached to this policy for reference.
4. The sponsorship objectives of the City relative to the Legacy Events are that the events market the City outside of the region and bring visitors to the area creating a positive economic impact. The Legacy Event Rating sheet is attached to this policy for reference.

**E. Restrictions and Requirements on Special Event Sponsorships**

1. All Special Event Sponsorships will be provided through the provision of in-kind City Services. No cash sponsorships will be awarded through the Special Event Sponsorship.
2. All Special Event Promoters shall work with the City of Reno City Manager's Office if their event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.
3. Applications must be submitted by the yearly designated deadline and must be fully completed to be considered for funding.

**F. Terms of Office on the Special Event Sponsorship Committee**

1. The Reno City Council Member of the Special Event Subcommittee that presides over the Special Event Sponsorship Committee as Chair will serve two one-year terms beginning in December and ending in November and will be replaced by a nominated Council Member from the Special Event Subcommittee.
2. The additional two members from the Reno Citizens Institute, the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Special Events Subcommittee of the Reno City Council will be appointed by their respective organizations to serve on the committee for a one-year term beginning in December and ending in November.

**IX. ATTACHMENTS**

- A. Nonprofit Events Sponsorship Rating Sheet
- B. New and Community Events Sponsorship Rating Sheet
- C. Legacy Events Sponsorship Rating Sheet

## CITY OF RENO – SPECIAL EVENT PROGRAM

### Nonprofit Special Event Sponsorship Application

Your sponsorship application and supporting documents will not be considered unless all of the items are received by the final deadline of:

**5:00 PM, Wednesday, February 19, 2014**

**Applicants MUST provide eight (8) copies of all applications. Please do not staple or bind applications, applications may be affixed by paperclips.**

**Please type applications, handwritten applications will not be accepted.**

**Applications must meet all submission requirements to be considered for funding.**

Applicants will be notified via email of the committee's decisions by:

**5:00 PM, Monday, March 3, 2014**

Applications are accepted mail or may be dropped off to City Hall.

Applications CANNOT be emailed.

Drop Off: City Hall, 1 East 1<sup>st</sup> St., Reno, NV 89505, 12<sup>th</sup> Floor

Mail: City of Reno, ATTN: Alexis Hill

P.O. Box 1900

Reno, NV 89505

*Documents mailed must be postmarked no later than February 18, 2014 to receive consideration.*

#### EVENT OVERVIEW

**Event Name** \_\_\_\_\_

**Event Date(s)** \_\_\_\_\_

*If your event takes place between January-June in 2014 and 2015 please apply for two years of sponsorship funding. Contact Alexis Hill at [hilla@reno.gov](mailto:hilla@reno.gov) for more information on this.*

**Event Description**

**Where will the event take place in the City of Reno?**

Anticipated City Services    ☐ Police    ☐ Fire    ☐ Public Works    ☐ Parks

*If you do not know the City Services anticipated for your event please contact the Special Event Program Manager at the City of Reno for a general estimate.*

Anticipated City Services Costs? \_\_\_\_\_

Will this be an annual event in Reno?    ☐ Yes    ☐ No

How many years has this event taken place previously? \_\_\_\_\_

Will there be a charge to be a spectator?    ☐ Yes    ☐ No

If ticketed, what is the cost of admission? \_\_\_\_\_

*If your event takes place in multiple jurisdictions, please respond for the events that take place in the City of Reno right-of-way.*

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### CONTACT INFORMATION

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Event Organizer/Host Organization \_\_\_\_\_

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

Mailing Address \_\_\_\_\_

Physical Address \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Event Website \_\_\_\_\_

Other Relevant Websites \_\_\_\_\_

Event Director or Producer \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

What other event(s) have been produced by this individual or group?

Projected attendance \_\_\_\_\_



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### NONPROFIT STATUS

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Is the event organized and conducted by an organization defined in NRS 372.3261 (referenced on page 4 and 5). Please attach the Nonprofit's most recent IRS Form 990.

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### EVENT FUNDS

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Will the event's proceeds be given directly to the nonprofit's organizational programs. Please provide details to illustrate this.

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### PROMOTIONAL CONSIDERATION

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**What special promotional consideration will the applicant give to the City of Reno at the event, such as a booth, banner presence at the event and/or ad space in the event program?**

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### BENEFIT TO THE GENERAL PUBLIC

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**How does the event provide a benefit to the general public as defined by NRS 372.3261 (referenced on page 4 and 5)?**

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### ACKNOWLEDGEMENTS

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If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes to each statement you are indicating agreement.

☐ **Yes**   ☐ **No**   The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertain to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

☐ **Yes**   ☐ **No**   You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

☐ **Yes**   ☐ **No**   The City of Reno logo and hyperlink to [www.reno.gov](http://www.reno.gov) will appear on your website.

☐ Yes ☐ No The City of Reno may utilize your event's logo(s) and photos in our marketing and promotional efforts for the City of Reno and on behalf of your event.

☐ Yes ☐ No The information provided in this application, as well as the supporting documents are true and correct.

**Signature of Applicant** \_\_\_\_\_

**Printed Name** \_\_\_\_\_

**Date** \_\_\_\_\_

Please make sure that all required fields are filled in and/or checked. Incomplete applications may be rejected.

Please contact Alexis Hill, Special Event Program Manager at [hilla@reno.gov](mailto:hilla@reno.gov) or 775.326.6697 to address questions that you have about the application, application process or sponsorship criteria.

**NRS 372.3261 Requirements for organization created for religious, charitable or educational purposes.**

1. For the purposes of NRS 372.326, an organization is created for religious, charitable or educational purposes if it complies with the provisions of this section.

2. An organization is created for religious purposes if:

(a) It complies with the requirements set forth in subsection 5; and

(b) The sole or primary purpose of the organization is the operation of a church, synagogue or other place of religious worship at which nonprofit religious services and activities are regularly conducted. Such an organization includes, without limitation, an integrated auxiliary or affiliate of the organization, men's, women's or youth groups established by the organization, a school or mission society operated by the organization, an organization of local units of a church and a convention or association of churches.

3. An organization is created for charitable purposes if:

(a) It complies with the requirements set forth in subsection 5;

(b) The sole or primary purpose of the organization is to:

(1) Advance a public purpose, donate or render gratuitously or at a reduced rate a substantial portion of its services to the persons who are the subjects of its charitable services, and benefit a substantial and indefinite class of persons who are the legitimate subjects of charity;

(2) Provide services that are otherwise required to be provided by a local government, this State or the Federal Government; or

(3) Operate a hospital or medical facility licensed pursuant to chapter 449 or 450 of NRS; and

(c) The organization is operating in this State.

4. An organization is created for educational purposes if:

(a) It complies with the requirements set forth in subsection 5; and

(b) The sole or primary purpose of the organization is to:

(1) Provide athletic, cultural or social activities for children;

(2) Provide displays or performances of the visual or performing arts to members of the general public;

(3) Provide instruction and disseminate information on subjects beneficial to the community;

(4) Operate a school, college or university located in this State that conducts regular classes and provides courses of study required for accreditation or licensing by the State Board of Education or the Commission on Postsecondary Education, or for membership in the Northwest Association of Schools and of Colleges and Universities;

(5) Serve as a local or state apprenticeship committee to advance programs of apprenticeship in this State; or

(6) Sponsor programs of apprenticeship in this State through a trust created pursuant to 29 U.S.C. § 186.

5. In addition to the requirements set forth in subsection 2, 3 or 4, an organization is created for religious, charitable or educational purposes if:

(a) No part of the net earnings of any such organization inures to the benefit of a private shareholder, individual or entity;

(b) The business of the organization is not conducted for profit;

(c) No substantial part of the business of the organization is devoted to the advocacy of any political principle or the defeat or passage of any state or federal legislation;

(d) The organization does not participate or intervene in any political campaign on behalf of or in opposition to any candidate for public office; and

(e) Any property sold to the organization for which an exemption is claimed is used by the organization in this State in furtherance of the religious, charitable or educational purposes of the organization.

(Added to NRS by 1995, 1437; A 1999, 965; 2003, 1283)

## CITY OF RENO – SPECIAL EVENT PROGRAM

### New and Community Event Sponsorship Application

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**5:00 PM, Wednesday, February 19, 2014**

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**Please type applications, handwritten applications will not be accepted.**

**Applications must meet all submission requirements to be considered for funding.**

Applicants will be notified via email of the committee's decisions by:

**5:00 PM, Monday, March 3, 2014**

Applications are accepted mail or may be dropped off to City Hall.

Drop Off: City Hall, 1 East 1<sup>st</sup> St., 12<sup>th</sup> Floor

Mail: City of Reno, ATTN: Alexis Hill

P.O. Box 1900

Reno, NV 89505

*Documents mailed must be postmarked no later than February 18, 2014 to receive consideration.*

#### EVENT OVERVIEW

**Event Name** \_\_\_\_\_

**Event Date(s)** \_\_\_\_\_

*If your event takes place between January-June in 2014 and 2015 please apply for two years of sponsorship funding. Contact Alexis Hill at [hilla@reno.gov](mailto:hilla@reno.gov) for more information on this.*

**Event Description**

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**Where will the event take place in the City of Reno?**

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**Anticipated City Services**    ☐ Police    ☐ Fire    ☐ Public Works    ☐ Parks

*If you do not know the City Services anticipated for your event please contact the Special Event Program Manager at the City of Reno for a general estimate.*

Will this be an annual event in Reno? ☐ Yes ☐ No

How many years has this event taken place previously? \_\_\_\_\_

Will there be a charge to be a spectator? ☐ Yes ☐ No

If ticketed, what is the cost of admission? \_\_\_\_\_

*If your event takes place in multiple jurisdictions, please respond for the events that take place in the City of Reno right-of-way.*

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### CONTACT INFORMATION

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Event Organizer/Host Organization \_\_\_\_\_

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

Mailing Address \_\_\_\_\_

Physical Address \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Event Website \_\_\_\_\_

Other Relevant Websites \_\_\_\_\_

Event Director or Producer \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

What other event(s) have been produced by this individual or group?

Projected attendance \_\_\_\_\_

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## MARKETING, ADVERTISING & PUBLIC RELATIONS

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Please outline your marketing, advertising and public relations plan. This can consist of both paid and/or unpaid media.

<b>Does your event have media partners?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <b>If yes, who?</b>

<b>Does your event have partnerships with other event promoters to cross promote the event?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <b>If yes, who?</b>

### 2014 Marketing, Advertising and Public Relations Plan

This document should outline all marketing and communications planned for the event including the budget. Outline all marketing and communications plans for your event, including budget and goals.

- Provide details about your social media and web marketing plan
- Illustrate how much of your budget will be spent, and provide an itemized list of your planned media buys (include broadcast, print, outdoor, web, email blasts, collateral, etc.)
- Detail what your communications/public relations plan is for the media and general public.

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## FINANCIAL

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<b>Indicate the dollar amount and/or percentage of City of Reno in-kind City Services requested.</b>
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*If you do not know the amount please contact the Special Event Program Manager at the City of Reno for a general estimate.*

<b>Will the event solicit additional sponsors?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <b>If yes, who?</b>

If you do not receive City of Reno sponsorship, will your event still occur? ☐ Yes ☐ No  
If no, please explain.

If you do receive City of Reno sponsorship, what will you do with the budget that would have gone towards your City services?

Please provide your annual organizational budget, events budget, marketing budget for events and salary and any overhead information.

Events Budget \_\_\_\_\_

Marketing Budget \_\_\_\_\_

Overhead Budget \_\_\_\_\_

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#### PROMOTIONAL CONSIDERATION

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What advertising and/or promotional exposure will the City or Reno receive?

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#### PREFERENCE

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Does the event work to involve the University of Nevada in their event? ☐ Yes ☐ No  
If no, please explain.

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#### GOVERNMENT ASSISTANCE

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List any City, County or other public sector organizations that you expect to receive sponsorships, funding or in-kind contributions from in 2014.

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#### COMMUNITY SUPPORT

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#### Event Attendance (2013 and 2014)

Event attendance will be an important consideration for the sponsorship committee when

determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

**2013 Actuals - if your event has occurred before:** Provide Total Attendance (spectators, competitors, performers and staff) for your 2013 event, as well as the methodology of measurement (gate receipts, exit surveys, research data). If your event offers multiple performances and/or event venues in which unique individuals could likely be counted multiple times on any given day, identify (to the best of your ability) the average number of performances than an individual typically attends.

### **Event Overview and Goals**

Provide a comprehensive description of your event, plans to grow your event, and any information that might be relevant. If you have economic impact statistics, or spectator demographics, please include them. This is your opportunity to "sell" the benefits of your event to the sponsorship committee.

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## **POTENTIAL FOR GROWTH**

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**2014 Projected Attendance:** Provide your best estimate of the projected Total Attendance for the 2014 event; figures should be categorized by overnight visitors versus locals.

If you are a first-time event in which historical data does not exist, provide an estimate of anticipated attendance for your 2014 event. If attendance information is available from related events in other destinations, please include.

<b>Is the event promoter willing to work with a Legacy and/or Community Event promoter on suggestions for improving the event?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <b>If no, please explain.</b>
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## **ACKNOWLEDGEMENTS**

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If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes to each statement you are indicating agreement.

☐ **Yes**    ☐ **No**    The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertain to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.



☐ **Yes**   ☐ **No**   You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

☐ **Yes**   ☐ **No**   The City of Reno logo and hyperlink to [www.reno.gov](http://www.reno.gov) will appear on your website.

☐ **Yes**   ☐ **No**   The City of Reno may utilize your event's logo(s) and photos in our marketing and promotional efforts for the City of Reno and on behalf of your event.

☐ **Yes**   ☐ **No**   The information provided in this application, as well as the supporting documents are true and correct.

**Signature of Applicant** \_\_\_\_\_

**Printed Name** \_\_\_\_\_

**Date** \_\_\_\_\_

Please make sure that all required fields are filled in and/or checked. Incomplete applications may be rejected.

Please contact Alexis Hill, Special Event Program Manager at [hilla@reno.gov](mailto:hilla@reno.gov) or 775.326.6697 to address questions that you have about the application, application process or sponsorship criteria.

## CITY OF RENO – SPECIAL EVENT PROGRAM

### Legacy Special Event Sponsorship Application

Your sponsorship application and supporting documents will not be considered unless all of the items are received by the final deadline of:

**5:00 PM, Wednesday, February 19, 2014**

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**Please type applications, handwritten applications will not be accepted.**

**Applications must meet all submission requirements to be considered for funding.**

Applicants will be notified via email of the committee's decisions by:

**5:00 PM, Monday, March 3, 2014**

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Mail: City of Reno, ATTN: Alexis Hill

P.O. Box 1900

Reno, NV 89505

*Documents mailed must be postmarked no later than February 18, 2014 to receive consideration.*

#### EVENT OVERVIEW

**Event Name** \_\_\_\_\_

**Event Date(s)** \_\_\_\_\_

*If your event takes place between January-June in 2014 and 2015 please apply for two years of sponsorship funding. Contact Alexis Hill at [hilla@reno.gov](mailto:hilla@reno.gov) for more information on this.*

**Event Description**

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**Where will the event take place in the City of Reno?**

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**Anticipated City Services**    ☐ **Police**    ☐ **Fire**    ☐ **Public Works**    ☐ **Parks**

*If you do not know the City Services anticipated for your event please contact the Special Event Program Manager at the City of Reno for a general estimate.*

**Anticipated City Services Costs?** \_\_\_\_\_

**Will this be an annual event in Reno?**    ☐ **Yes**    ☐ **No**

**How many years has this event taken place previously?** \_\_\_\_\_

**Will there be a charge to be a spectator?**    ☐ **Yes**    ☐ **No**

**If ticketed, what is the cost of admission?** \_\_\_\_\_

*If your event takes place in multiple jurisdictions, please respond for the events that take place in the City of Reno right-of-way.*

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### **CONTACT INFORMATION**

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**Event Organizer/Host Organization** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**Physical Address** \_\_\_\_\_

**Office Phone** \_\_\_\_\_

**Cell Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Event Website** \_\_\_\_\_

**Other Relevant Websites** \_\_\_\_\_

**Event Director or Producer** \_\_\_\_\_

**Address (if different from above)** \_\_\_\_\_

**Office Phone** \_\_\_\_\_

**Cell Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

<b>What other event(s) have been produced by this individual or group?</b>

**Projected attendance** \_\_\_\_\_

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## MARKETING, ADVERTISING & PUBLIC RELATIONS

---

Please outline your marketing, advertising and public relations plan. This can consist of both paid and/or unpaid media.

**Will your event be televised on network/cable TV or broadcast on the web?**

**Anticipated Coverage**      ☐ Local    ☐ Regional    ☐ National

**Does your event have media partners?**    ☐ Yes    ☐ No      **If yes, who?**

**Does your event have partnerships with other event promoters to cross promote the event?**

☐ Yes    ☐ No      **If yes, who?**

**2014 Marketing, Advertising and Public Relations Plan – please complete on a separate word document.**

This document should outline all marketing and communications planned for the event including the budget. Outline all marketing and communications plans for your event, including budget and goals.

- Provide details about your social media and web marketing plan
- Illustrate how much of your budget will be spent, and provide an itemized list of your planned media buys (include broadcast, print, outdoor, web, email blasts, collateral, etc.)
- Detail what your communications/public relations plan is for the media and general public.

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## FINANCIAL

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**Indicate the dollar amount and/or percentage of City of Reno in-kind City Services requested.**

*If you do not know the amount please contact the Special Event Program Manager at the City of Reno for a general estimate.*

**Will the event solicit additional sponsors?**    ☐ Yes    ☐ No      **If yes, who?**

If you do not receive City of Reno sponsorship, will your event still occur? ☐ Yes ☐ No  
If no, please explain.

If you do receive City of Reno sponsorship, what will you do with the budget that would have gone towards your City services?

Applicant has attached their IRS Form 990 from the previous fiscal year and/or a current Profit and Loss Statement to this application? ☐ Yes ☐ No If no, please explain.

Please provide your annual organizational budget, events budget, marketing budget for events and salary and any overhead information.

Events Budget \_\_\_\_\_

Marketing Budget \_\_\_\_\_

Overhead Budget \_\_\_\_\_

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### PROMOTIONAL CONSIDERATION

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What advertising and/or promotional exposure will the City or Reno receive?

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### PREFERENCE

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Does the event work to involve the University of Nevada in their event? ☐ Yes ☐ No  
If no, please explain.

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### GOVERNMENT ASSISTANCE

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List any City, County, State or other public sector organizations that you expect to receive sponsorships, funding or in-kind contributions from in 2014.

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## TOURISM

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**Please complete answers on a separate word document.**

**2013 Attendance:** Provide Total Attendance (spectators, competitors, performers and staff) for your 2013 event, as well as the methodology of measurement (gate receipts, exit surveys, research data). If your event offers multiple performances and/or event venues in which unique individuals could likely be counted multiple times on any given day, identify (to the best of your ability) the average number of performances than an individual typically attends.

**2014 Projected Attendance:** Provide your best estimate of the projected Total Attendance for the 2013 event; figures should be categorized by overnight visitors versus locals.

### **Event Overview and Goals**

Provide a comprehensive description of your event, plans to grow your event, uniqueness of your event, importance of your event to the area and any information that might be relevant. If you have economic impact statistics, or spectator demographics, please include them. This is your opportunity to “sell” the benefits of your event to the sponsorship committee.

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## COMMUNITY GIVING

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<b>Does the promoter give back to their community either monetarily or with time and expertise?</b> <input type="checkbox"/> <b>Yes</b> If yes, how? <input type="checkbox"/> <b>No</b> If no, please explain.

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## ACKNOWLEDGEMENTS

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If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes to each statement you are indicating agreement.

☐ **Yes**   ☐ **No**   The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertain to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

☐ **Yes**   ☐ **No**   You shall work with the City of Reno City Manager’s Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

☐ **Yes**   ☐ **No**   The City of Reno logo and hyperlink to [www.reno.gov](http://www.reno.gov) will appear on your website.

☐ **Yes**   ☐ **No**   The City of Reno may utilize your event's logo(s) and photos in our marketing and promotional efforts for the City of Reno and on behalf of your event.

☐ **Yes**   ☐ **No**   The information provided in this application, as well as the supporting documents are true and correct.

**Signature of Applicant** \_\_\_\_\_

**Printed Name** \_\_\_\_\_

**Date** \_\_\_\_\_

Please make sure that all required fields are filled in and/or checked. Incomplete applications may be rejected.

Please contact Alexis Hill, Special Event Program Manager at [hilla@reno.gov](mailto:hilla@reno.gov) or 775.326.6697 to address questions that you have about the application, application process or sponsorship criteria.