

**ATTACHMENT 2**  
**2017 SPECIAL EVENT FUNDING APPLICATION & SUBMITTAL REQUIREMENTS**

**1. SELECT ONE EVENT CATEGORY:**

- Recreational or Cultural** (May include athletic, music, culinary, dance, theatre, etc.)
- Educational and Enrichment** (May include nonprofit fundraisers)

**2. SELECT ONE BUSINESS CATEGORY:**

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

**3. NAME OF SPECIAL EVENT**

**4. PRODUCING ORGANIZATION INFORMATION**

- a. Non-profit or Business Name
- b. Contact Person/Title
- c. Business Mailing Address
- d. Business Physical Address
- e. Office and/or Cell Phone Number
- f. Email Address
- g. If any, Event or Business Website Address
- h. Number of Years in Business

**5. DOES THE EVENT BENEFIT A CHARITY?**

- Yes - Please name the beneficiary: \_\_\_\_\_
- No

**6. CASH FUNDING & IN-KIND REQUESTS, IF ANY OR IF APPLICABLE**

- a. Cash **granted by the Town of Avon** for 2015
- b. Cash **granted by the Town of Avon** for 2016
- c. Cash funding **requested** for 2017
- d. Cash funding **projected request** for 2018
- e. Cash funding **projected request** for 2019
  
- f. Total value of in-kind **granted by the Town of Avon** for 2015
- g. Total value of in-kind **granted by the Town of Avon** for 2016
- h. Total value of in-kind funding **requested** for 2017
- i. Total value of in-kind funding **projected request** for 2018
- j. Total value of in-kind funding **projected request** for 2019
  
- k. Description of in-kind services requested for 2017, if applicable: Examples of in-kind support include, but are not limited to, staff staging assistance, installation/removal of

banners on Avon Road/Post Blvd., vehicular traffic control devices and set-up, and Avon Police Department personnel for general oversight.

7. **SPECIAL EVENT DESCRIPTION:** Please provide a detailed description of the event, its activities and entertainment, including but not limited to specific genres of music and target talent list, type and style of dance, theatre, etc. Include in the description, the following information:
- Dates and times for production set-up and breakdown.
  - Dates and times for the event shows/activities.
  - Which Town-owned venues are being requested:

<input type="checkbox"/> Nottingham Park main (Upper) Athletic Field	<input type="checkbox"/> Main Street Mall – Possibility Plaza
<input type="checkbox"/> Nottingham Park (Lower) Athletic Field	<input type="checkbox"/> Main Street Mall – Lettuce Shed Lane
<input type="checkbox"/> Nottingham Lake	<input type="checkbox"/> Town Council Chambers
<input type="checkbox"/> Avon Performance Pavilion	
  - Will any event activities take place outside of these venues or the Town of Avon? If yes, please explain.
  - Explain how the special event will measure its success; please include clear objectives, outcomes, metrics and expectations.
  - Is this a new or existing event?

8. **ATTENDANCE PER DAY ESTIMATES:**

- Number participants as free and paid ticket buyers, registered competitors, etc.
- Number of spectators, if applicable.
- Number of artists, exhibitors, vendors, etc.
- Number of event staff – paid or volunteer, including contractors.
- Total Attendance Each Day.
- Statement regarding estimates for percentage of local, regional, state and/or international attendees.

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

- Proposed 2017 event budget, including anticipated revenues and expenses. Please breakout revenues by ticket sales, sponsorships, vendor sales, participation fees, etc. Expenditures may be general categories for artists, marketing, stage production, site operations, etc. Please consider production requirements of the Town such as sanitation, security, insurance, etc. These requirements are listed in ATTACHMENT 3.

2016 Profit and Loss Statement, if funding or in-kind was received in 2016.

- The event budget and P&L 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.

- What percent of the total event budget is the Town of Avon being asked to fund?

- c. Describe how the funds requested from the Town of Avon will be used?
- d. Should the Town of Avon 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?
- e. Describe or calculate the estimated return on investment. See ATTACHMENT 4, as a sample method for an ROI calculation, but is not the required method.
- f. Communities also benefit from special events which enhance the cultural and social fabric, provide vibrancy and diversity, , enrichment, and are synonymous with Avon. This is often is referred to as a *return on objective*. Please provide a statement regarding what the event offers to Avon as a return on objective under one or more of these objectives or other objectives.

**10. MARKETING & SPONSORSHIPS:**

- a. The Town shall provide 300 “free from Admissions Fee” single day tickets for marketing promotion. The requirements of the Admission Fee Resolution can be found at [www.avon.org/specialevents.com](http://www.avon.org/specialevents.com).
- b. Please provide a detailed description of the event marketing plan and indicate how the budget will support the plan, include strategy and execution details.
- c. Please explain the potential for sponsorships and media exposure. Please attach your sponsorship presentation.

**11. 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 1.

**12. SIGNATURE STATEMENT:**

Please include the following statement and signature with the application.

I affirm that all of the information included in this application, its attachments, and its supplemental documents is true and correct to the best of my knowledge.

\_\_\_\_\_  
Authorized Signatory Date

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

Please note that additional materials, such as photos, newspaper clippings, letters of support or promotional materials will be accepted, but are limited to not more than five (5) pages.

**Application Submittal Requirements:**

- 1. Submit one (1) copy of the completed WORD application and one (1) PDF by email to Danita Dempsey at [ddempsey@avon.org](mailto:ddempsey@avon.org)
- 2. Handwritten applications will not be accepted
- 3. Dropbox file is acceptable for of submittal for large photos and video content, etc. but not for the application documents.
- 4. A \$100 non-refundable processing fee is required at the time the application is submitted; address to the Town of Avon and hand-deliver or mail to the Town of Avon, c/o Danita Dempsey, POB 975, One Lake Street, Avon, CO 81620.