



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

THIS FORM MUST BE SUBMITTED IN DIGITAL FORMAT TO:
JANICE JONES AT: jjones@las-cruces.org

(The City of Las Cruces is accepting event funding applications through 11:59 p.m. Friday, August 31)

****Important Notice: The city provides sponsorships in 3 categories: Tourism, Economic Impact and Quality of Life. If you receive funds in one category, you are ineligible for funds in the same category within the same funding cycle or for the same event or activity.**

Attachment Checklist

Required Attachments

Received

Fully completed application.
Marketing Plan/Strategic Plan
Budget
Permitting and logistics plan (if required)
List of sponsors and other funding resources

Name of Requesting Organization: _____

Name of event or activity in which you are requesting funding: _____

Contact Name: _____ Phone: _____ Email: _____

Description of Event or Activity:

Please tell us about the organization and individuals hosting the event.

Date(s) of Event or Activity and Location(s): _____

Choose the type of sponsorship program you are requesting:

Tourism Quality of Life Economic Impact

Level of sponsorship requested: (Cash/In-Kind)

\$1,000 \$2,000 \$3,000 \$4,000 \$5,000 "If Cash/In-Kind, give example"

Estimated Attendance: _____

What are the goals, how will this benefit the City??

Are there any permits required to carry out your event or activity? (Example, Park, Facility Permit, etc.)
(Attach plans if appropriate)

A. For Economic Impact Sponsorships Only:

Estimated Economic Impact: \$ _____

How did you derive at the dollar amount of the estimated economic impact?

How will you know if you achieved the level of estimated economic impact projected?

Any additional economic impact for the City of Las Cruces?

B. For Quality of Life Sponsorships Only:

Background information on event or activity: (History, target audience, purpose, any other pertinent information)

Describe how your event meets all three of the quality of life criteria outlined in the sponsorship policy”

1. *Readily open and accessible to all or most Las Cruces residents*

2. *Provides a cultural, educational or civic experience*

3. *Measure its success both qualitatively and quantitatively*

Submitted by: _____ Date _____

Authorized Representative (Type name)