



Event Sponsorship Request Form

Sponsorships for events are awarded throughout the year to nonprofit organizations or groups who are organizing events taking place in the City of Laurel, MS. Sponsorships may not exceed \$2,500 per event. To assure that any approved grantee would receive funding in advance of the event, **applications must be received at least 60 days in advance of the event.** APPLICANTS MUST BE AGE 21 OR OLDER, SHOW VALID ID, AND MUST SUBMIT REQUIRED FORMS TO REQUEST FUNDING FROM THE CITY OF LAUREL. Please complete this form. Retain one copy for your files. Submit a copy to the City of Laurel, MS Mayors office. Incomplete applications are subject to denial.

Event: _____

Location: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Telephone: _____ Email: _____

Is your group a Non-Profit Organization: YES NO TAX EIN #: _____

Amount Requested: _____

Date of Event: _____

Estimate of Attendance of Event: _____

Has this event taken place in Laurel before? YES _____ NO _____ If yes how long? _____

Will a Special Events Permit be required for this event? YES _____ NO _____

Has the City Clerk's Office been contacted? YES _____ NO _____

Please list all other sponsors for this event:

Sponsor: _____

Sponsor: _____

Sponsor: _____

Sponsor: _____

Information must be provided as requested in the boxes below or form may be returned. Additional pages may be attached.

Provide a detailed description of the event and how these sponsorship funds will be used. Include a detailed event budget or the prior year's financials, if applicable.

Describe how the event will serve out-of-town visitors, or, how the event is appealing for visitors to attend.

Please include the following:

- If and how the event will be promoted to an out-of-town audience or registrants. Marketing plans, sample ads or past promos are encouraged to be attached.
- If and how the City of Laurel will be recognized as a sponsor in promotions or at the event. Include past examples of sponsor recognition if applicable. (A brand kit with logos will be sent with sponsorship award announcements to be used for promotions.)

How will this project promote the City of Laurel tourism and increase overnight stays in the City of Laurel hotels or short-term rentals, thus bolstering the area economy? Additional consideration given for a description of how the event will generate out-of-town visitors' local retail or dining spending.

Please provide any print materials that were produced in support of your event, if available. (Attach additional pages as needed or email.)

I hereby certify that the information submitted within the final report is true, complete, and accurate to the best of my knowledge. I also certify that all relevant parties on this proposal have read and have complied.

Print Name: _____

Date: _____

Signature: _____

Title: _____

Office Use Only; Check Date: _____ Check #: _____ Amount Issued: _____

Rev 12/2024