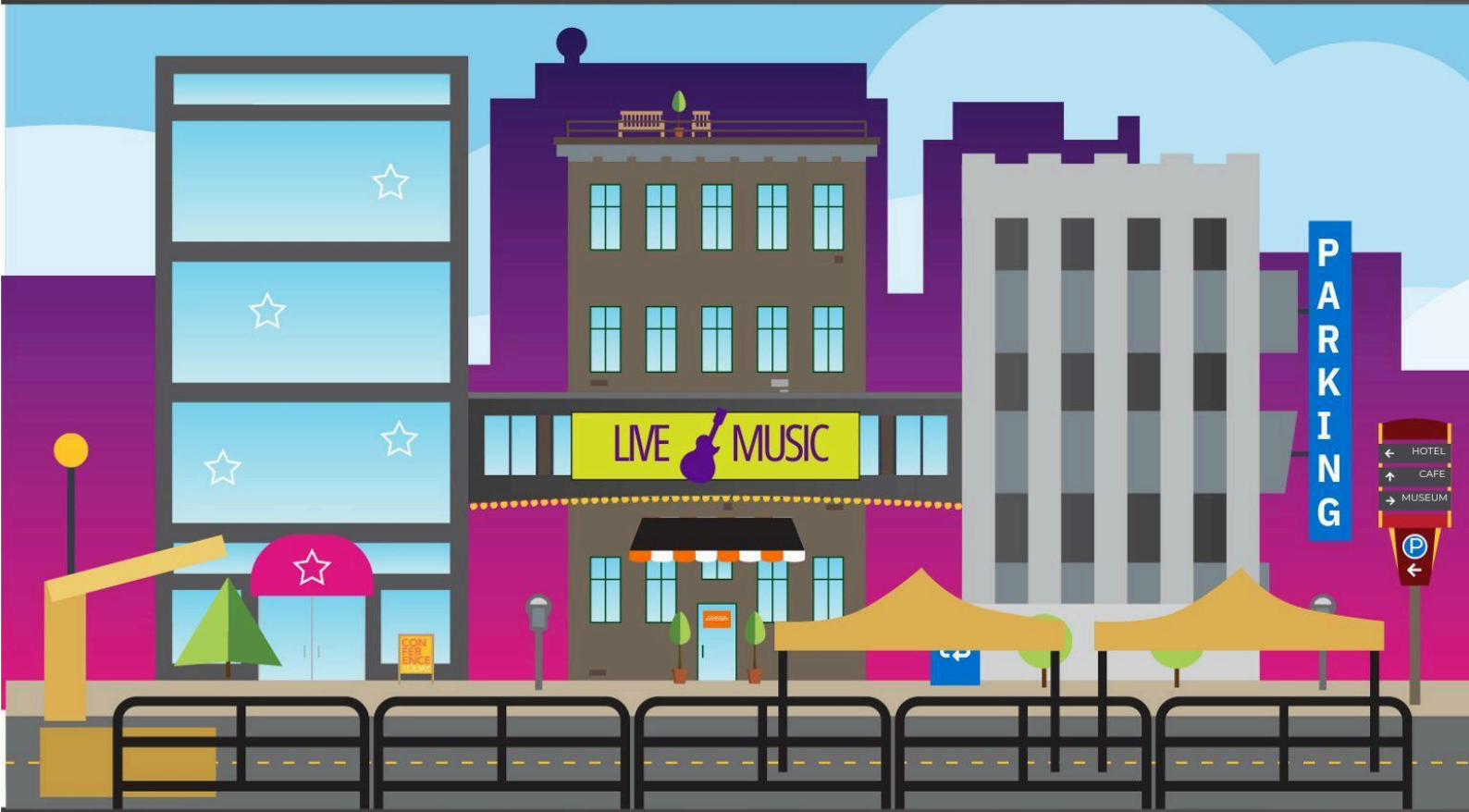


# NEW DOWNTOWN EVENT

## PARTNERSHIP APPLICATION



Downtown Partners  
SIOUX CITY



# New Downtown Event - Partnership Application

All proposals are to be submitted to:

[Events@downtownsiouxcity.com](mailto:Events@downtownsiouxcity.com)

Downtown Partners is excited to collaborate with your organization in launching a new event in downtown! Our goal is to provide your organization comprehensive support for the initial three years if needed, gradually reducing assistance as your event becomes self-sustainable. This partnership is intended to strengthen community ties, enhance your organization's visibility, and create a lasting impact on downtown. Thank you for your efforts!

The following outlines support available for new outdoor events that will be held annually in downtown. However, we are happy to talk to you about all downtown events, so please reach out for guidance and/or if we can help provide equipment for your existing event, at [events@downtownsiouxcity.com](mailto:events@downtownsiouxcity.com).

## Downtown Partners' Support

1. Financial Assistance:
  - a. Year 1: Downtown Partners will contribute to cover a portion of initial setup costs, marketing, and logistical expenses. The exact amount will be based on the budget submitted for your event. Your organization will be responsible for all costs above our contribution. Identifying a list of potential sponsors is recommended.
  - b. Year 2: Reduced financial support by at least half. The amount will be based on actual costs from Year 1.
  - c. Year 3: Further reduction of financial support by at least half of Year 2.
  - d. Starting from Year 4, your organization is expected to cover all costs independently.
2. Marketing and Promotion:
  - a. All branding materials such as logos, event images, social handles and collateral will be created as a part of the first year setup. Your organization will take control of social media in Year 3.
  - b. Downtown Partners will leverage its marketing channels, local press, and community outreach, to help promote the event during the initial three years.
  - c. Collaborative marketing strategies will be implemented to maximize visibility and attract a diverse audience.
3. Logistical Support:
  - a. Assistance with obtaining necessary permits, coordinating with local authorities, and facilitating logistical arrangements will be provided.
  - b. Training sessions will be conducted to empower your team to handle these responsibilities independently from Year 3 onwards.
4. Training Programs:
  - a. Customized workshops and training sessions can be organized for your event leader(s) to enhance your team's event management skills, marketing strategies, and community engagement.
  - b. The organization will be responsible for identifying, communicating and implementing volunteers for the event.
5. Networking Opportunities:
  - a. Access to Downtown Partners' network of local businesses, sponsors, and community leaders will be facilitated, fostering valuable connections for long-term sustainability.
6. Key Performance Indicators (KPIs) and Evaluation:
  - a. Define measurable KPIs to track the success and growth of the event over the three-year support period and regular performance evaluations will be conducted to assess progress and make informed adjustments.
  - b. Downtown Partners and your organization will collaboratively assess the event's financial and operational status at the end of each year.
  - c. Develop a transition plan outlining how the event becomes financially self-sufficient by Year 3.



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## Review Process & Reimbursement of Funds

Successful applicants will have grant funding released to them through the costs and contracts with contractors incurred by Downtown Partners. The total grant funding available is determined by the annual Downtown Partners budget and the proposed event budget. Applications are managed by the Downtown Partners Community Work Group and all events must take place in the downtown district as indicated by the map below. Selected event recommendations will be reviewed by the Downtown Partners Board of Directors for final approval. Events creating the greatest economic impact will be given precedence. You must meet with the Event Coordinator of Downtown Partners prior to submitting an application and if any changes occur during the process. Downtown Partners reserves the right to accept or reject any and all proposals. Event applications are due by the first of each month. For larger events, applications are due at least **six months prior to the proposed event date**.

## Applicant's Certification

*I have read and understand this application and I hereby submit the application together with attached photos, plans, and additional supporting documentation for the proposed event and understand that Downtown Partners must approve the application. I understand that submission of this application does not guarantee funding. I further understand that if this event is accepted for financial support I will enter into an agreement with Downtown Partners and will comply with all of the requirements contained therein.*

\_\_\_\_\_  
Print Name of Applicant

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

\_\_\_\_\_  
Date of Application

