



Dear Event Planner,

The City of Tallahassee recognizes that special events are an integral part of the community and serve to stimulate economic activity and community spirit, showcase the City of Tallahassee's diversity, and develop social and cultural interest within the community. As such, the City Commission approved a revised Public Events Policy and Procedures on March 25, 2015, to better manage how City resources and services are used to support special events. Changes to the policy included a mandatory application process to receive co-sponsorship status for special events, and the creation of a Special Events Committee to review the applications and make recommendations to the City Commission for which events will be considered co-sponsored.

This revised process replaces previous methods of requesting and/or obtaining in-kind City services for special events. All special events previously supported as a City co-sponsored event will be required to apply. To be eligible to apply for co-sponsorship, events must be held on City owned/controlled property; require a special event permit; and be free and open to the public.

Events that do not qualify are defined as follows:

- Events that charge a fee for public participation. This includes events with an admission fee, ticket fee, and/or team/individual entry fees (includes benefit walks, runs & challenges where participation fee or team fundraising takes place.)
- Events not held on city owned/controlled property.

City of Tallahassee Co-Sponsorship Applications are being accepted for events held during the two-year term of Fiscal Years 2021 & 2022, which starts on October 1, 2020 and ends on September 30, 2022. Applications are available by email, can be sent via US mail upon request, or may be picked up from the Special Events office with Parks, Recreation and Neighborhood Affairs (PRNA), which is located at 1201 Myers Park Drive. Applications must be received by 5:00PM on Friday, January 30, 2020.

By applying for Co-Sponsorship from the City of Tallahassee you agree, if approved, that the City of Tallahassee will receive top-tier level sponsorship recognition and proof of performance as outlined under the Sponsorship Recognition paragraph included in application.

Please save the date of Wednesday, December 18, 2020 for an Applicant Q&A Workshop. This is an opportunity for you to seek clarification on eligibility, criteria and/or any questions you may have regarding the application. The meeting will be held at 5:30PM in the Community Room at Parks, Recreation and Neighborhood Affairs (PRNA), located at 1201 Myers Park Drive. Attendance is not mandatory.

If you have any questions about the Special Events in-kind services request program, please review the information included or call the Special Events PRNA office at 850-891-3879.



**CITY OF
TALLAHASSEE**

ELIGIBILITY, CRITERIA & SPONSORSHIP RECOGNITION

ELIGIBILITY

To be eligible to apply for City of Tallahassee Special Event Co-Sponsorship, events must be held on City owned/controlled property; require a special event permit; and be free and open to the public.

Events that **do not** qualify are defined as follows:

- Events that charge a fee for public participation. This includes events with an admission fee, ticket fee, and/or team/individual entry fees (includes benefit walks, runs & challenges where participation fee or team fundraising takes place.)
- Events not held on city owned/controlled property.

The Special Event Co-Sponsorship Application does not take the place of the Special Event Permit Application. Please contact the Special Events Division Staff at (850) 891-3885 to make arrangements to receive all necessary Permit Application paperwork.

Applicants are permitted to provide supplemental materials in support of the Special Event Co-Sponsorship Application, including marketing materials, etc. Applicant must provide **9 copies of application and supplemental materials.**

Eligibility Criteria (please check each item)	YES
Event is free for public to attend and participate. (If the event requires the purchase of a ticket or charges an entry or participation fee (including team/individual fundraising entry fees), the event does not qualify for Co-Sponsorship.)	
Will the event be held on City owned/controlled property?	

CRITERIA

The Special Events Committee will utilize the following criteria for consideration in recommending Special Event Co-Sponsorship:

- It is not the intent for the committee to attempt to provide some level of in-kind sponsorship to each group requesting services. The current 50% non-profit public event discount for certain city services already serves to support each organization hosting an event at a city owned or maintained property.
- The event should be cultural or an activity (i.e., concert) that is oriented towards free public participation.

- One of the goals of the special event policy is to promote events in the downtown area.
- The event should be a “Signature Level Event” that “puts Tallahassee on the map regionally or internationally” or is culturally significant to the community.

SPONSORSHIP RECOGNITION

By applying for Co-Sponsorship from the City of Tallahassee you agree, if approved, that the City of Tallahassee will receive:

- Top-tier level sponsorship recognition/billing for the event
- Logo recognition on all printed and digital event promotional materials and sponsor signage/acknowledgment at the event, which must be approved by the City prior to printing and distribution as per the guidelines outlined on Talgov.com/branding
- Verification of City recognition sent to branding@talgov.com no later than 10 business days after the event including a brief post-event summary with approximate audience size reached (event attendance, social media impressions, fliers distributed, etc.)

By signing below, I agree that I understand the eligibility criteria and sponsorship recognition requirements outlined above for co-sponsorship of a special event and I certify to the best of my knowledge that the event requesting co-sponsorship meets the criteria for eligibility.

Authorized Agent for Organization (Signature)

Authorized Agent for Organization (Print)

RETURN SIGNED COPY WITH APPLICATION



Special Event Co-Sponsorship Application

DUE DATE: January 30, 2020 by 5:00 PM EST

Mail or deliver original and 9 copies of the application & supplemental materials by 5:00PM EST, JANUARY 30, 2020 to the attention of:

Special Event Co-Sponsorship Application
1201 Myers Park Drive
Tallahassee, FL 32301

PART I

A. General Information

Name of Event:				
Date of Event:				
Date X:	Set-Up Time:	Start Time:	End Time:	Breakdown Complete:
Date X:	Set-Up Time:	Start Time:	End Time:	Breakdown Complete:
Date X:	Set-Up Time:	Start Time:	End Time:	Breakdown Complete:
Location/Facility Requested for event (Ex. Tom Brown Park, Playground):				
Description of Event (include information about partnerships with other communities, states, countries, companies, organizations, etc.):				

Name of Applicant/Applying Organization:			
Address:			
City:	State:	Zip:	
Phone Number(s):			
Email:			
What type of Organization are you?	Non-Profit	For Profit	Other
Website:			
Social Media Sites:			

Contact Person and Title:		
Phone Number(s):	Email:	
Address:		
City:	State:	Zip:
Description of Organization (Ex. Mission Statement, membership information including # of members, longevity of organization):		
What experience does your organization/staff/volunteers/event organizers have in organizing/producing events?		
Please provide an explanation of how your event will benefit the community (Ex. Cultural significance to the community, Impact on the Community locally, regionally or internationally, Economic Growth, Quality of Life, etc.)		

B. Description of Event Impact on Community

Type of Event: Select all the apply:	Festival	Block Party	Public Assembly
	Concert/Performance	Parade/Procession/Motorcade	
Other (Please describe):			
Estimated Attendance: (Please check)	<input type="checkbox"/> 1-499	<input type="checkbox"/> 500-2499	<input type="checkbox"/> 2500-4999 <input type="checkbox"/> 5000-9999 <input type="checkbox"/> 10000-99999 <input type="checkbox"/> 100000+
2019 Attendance: (Please check)	<input type="checkbox"/> 1-499	<input type="checkbox"/> 500-2499	<input type="checkbox"/> 2500-4999 <input type="checkbox"/> 5000-9999 <input type="checkbox"/> 10000-99999 <input type="checkbox"/> 100000+
Does your event bring outside (non-resident) visitors to town: <input type="checkbox"/> YES <input type="checkbox"/> NO			
Anticipated number of room nights*: _____ (*Room nights is defined as the total number of hotel rooms groups take up, multiplied by the number of nights in those rooms)			
Do you obtain hotel room block(s): <input type="checkbox"/> YES <input type="checkbox"/> NO			
If yes, please list hotels you have obtained room blocks:			
2019 number of hotel room nights*: _____ (*Room nights is defined as the total number of hotel rooms groups take up, multiplied by the number of nights in those rooms)			
Has an official impact study been for your event? If so, by whom? <input type="checkbox"/> YES <input type="checkbox"/> NO			
Study done by:			
Outcome of Study:			
Provide a description of your event marketing plan (if you market your event regionally, please describe):			
Estimated Budget to Produce Event (attach budget if desired): _____			
List all sources of funding, including in-kind contributions, and the amount that you have applied for or have been approved for, for this event. (Indicate status of either applied or approved).			
List the total amount of other monetary contributions/donations you have received or expect to receive to produce this event:			
Received: \$ _____		Expect: \$ _____	

List media partners and the type/value of services being provided:

Describe how you will measure the success of your event:

Part II – Scope of Event

Estimated number of food vendors: _____
Estimated number of Exhibitors: _____ Other Merchants: _____
Do you request electrical services?
Do you request water services?
Do you request trash receptacles?
Do you request Showmobile Stage?
Will alcoholic beverages be served and/or sold?
Will you be requesting barricades/how many?
Will the event require police services for alcohol, security or crowd control?
Will the event require street closures?
Please check which services you are looking to have covered by co-sponsorship: ____ Electric ____ Water ____ Solid Waste ____ Showmobile Stage ____ Sound/Audio ____ Rental Fees ____ Barricades ____ Police

Print Applicant Name

Applicant Signature

Date



FREQUENTLY ASKED QUESTIONS

- Who can apply for City Co-Sponsorship?

Any organization putting on an event that requires an event permit on property owned or controlled by the city, that is free and open to the public. Events that charge a fee for public participation are not eligible.
- What events do not qualify as eligible for City Co-Sponsorship?
 - Events that charge a fee for public participation. This includes events with an admission fee, ticket fee, and/or team/individual entry fees (includes benefit walks, runs & challenges where participation fee or team fundraising takes place.)
 - Events not held on city owned/controlled property.
- Will there be an opportunity to seek clarification and ask questions pertaining to the eligibility, criteria and application?

Yes, there will be an Applicant Q&A Workshop on Wednesday, December 18, 2019 at 5:30 PM in the Community Room at Parks, Recreation and Neighborhood Affairs, located at 1201 Myers Park Drive. Attendance is not mandatory.
- Can I submit supplemental support materials along with my application?

Yes, please provide original and 9 copies of any supplemental materials.
- What constitutes the downtown area as referenced in the Criteria for Consideration in Recommending Co-Sponsorship?

It includes Chain of Parks, Adams Street, Adams Street Commons, City Hall, and Kleman Plaza.
- Am I required to use Tallahassee Police Department for security and/or road closures?

All events requiring a road closure must go through TPD. Any event that is serving and/or selling alcohol is required to have sworn TPD officers. TPD will determine if additional security is required for the event and will have to approve the event's security plan.
- I have submitted my application, when will I know if my event is being co-sponsored?

No later than June 2020.

- Where can I get the paperwork?
 - 1) City of Tallahassee Parks, Recreation and Neighborhood Affairs Special Events office located at 1201 Myers Park Drive.
 - 2) Via email at Mario.Palmentieri@talgov.com
 - 3) Sent via US Postal Service by request only (Call 850-891-3879 to request)

- When is my application due?

Must be received by 5pm on January 30,2020.

- Can I submit another organization's grant or application in place of the City of Tallahassee Special Event Co-Sponsorship Application?

No, only the City of Tallahassee Special Event Co-Sponsorship Application will be accepted for consideration.

- Am I eligible for City Co-sponsorship even while receiving other funds and grants?

Yes

- Will the Co-Sponsorship application serve as my Special Event Application?

No, there are two separate applications, both must be filled out.