



FUNDING PROPOSAL GUIDELINES

Thank you for your interest in submitting a funding proposal to the Downtown Long Beach Associates. When submitting your proposal, please follow these guidelines:

- Proposals should be submitted using the Form for Consideration provided by DLBA a minimum of **45 days** prior to the event (for sponsorship proposals) or **90 days** prior to the event (for event production proposals).
- Proposals/events may be funded up to **but not in excess of \$15,000**
 - **DLBA funding limited to 45% of total budget**, otherwise, the DLBA becomes the producer of the event
- Proposals must be supported by a Downtown Stakeholder (business and/or commercial property owner).
- Supplementary materials should be provided at the time of submission and can include, but are not limited to, the following:
 - Background information and/or resume/biography of event producer(s)
 - Complete line-item event budget (including all anticipated revenue and expenses)
 - List of all secured and any pending sponsorships
 - Marketing plan
 - Sample advertising and/or collateral material
 - Photos and/or videos
 - Sample collateral materials
 - List of all sponsorship packages available including associated deliverables

Prior to submitting your proposal, please contact the DLBA Marketing Department at (562) 436-4259. Once your proposal is submitted it will be reviewed and evaluated by DLBA staff and, if deemed appropriate, will be recommended to the Marketing & Special Events Task Force for consideration.

Please note that if your proposal is recommended for Task Force consideration, you will be required to make a brief in-person presentation during a regularly scheduled meeting.



FORM FOR CONSIDERATION

GENERAL INFORMATION

Type of Event/Promotion: _____

Contact Person: _____ Telephone: _____

E-mail: _____ Fax: _____

Address: _____

EVENT INFORMATION

Name of Event: _____ Location(s): _____

Event Date(s): _____ Expected Attendance: _____

Event Producer: _____

First time event: Yes No If no, how many events have taken place?: _____

Is this a free event?: Yes No If no, what is the cost to attend?: _____

Attendance you anticipate from Long Beach or the surrounding area?: _____

Attendance you anticipate from outlying areas (more than 10 miles)?: _____

How many room nights do you anticipate at local hotels?: _____

What is the demographic of your target attendee?: _____

Will the event include food/drink vendors?: Yes No If yes, what kind?: _____

Will the event include other vendors?: Yes No If yes, what kind?: _____

Details: _____

Please return form to: Downtown Long Beach Associates
100 W. Broadway Ste. 120 Long Beach, CA 90802 (562) 436-4259 – Tel (562) 437-7850 - Fax

How will this event positively impact Downtown?: _____

How do you plan to incorporate existing businesses into your event?: _____

What is your marketing/advertising plan (please include specific publications in which you intend to advertise)?: _____

What deliverables will the DLBA be entitled to if this proposal is accepted?: _____

What other organizations are confirmed sponsors of this event/promotion and at what level(s)?:

Please attach additional pages should you wish to provide more information

PROJECTED BUDGET

Total Event Expenses: \$ _____

Total Event Revenue: \$ _____

Amount Requested from DLBA: \$ _____

Please attach a detailed line-item event budget, inclusive of all expenses and revenues. Include all secured and projected revenue sources as well as a list of any pending sponsors.

DOWNTOWN STAKEHOLDER INFORMATION

All funding proposals must be supported by at least one Downtown Stakeholder (business owner or commercial property owner). Please include the name and contact information of a Stakeholder who is familiar with and supportive of your proposal.

Stakeholder Name: _____

Business Name: _____

Phone Number: _____