



City of Ketchum | Parks & Recreation Department
 900 Third Ave. North Ketchum, ID 83340
 (208) 726-7820 – office
 (208) 726-5501 – fax
 www.ketchumidaho.org

City Event Sponsorship Request Application

Summer Event season (June-October) deadline for sponsorship applications: February 28

Winter Event season (November-May) deadline for sponsorship applications: July 31

Sponsorship cash award limitations and parameters:

The Ketchum Events Commission may entertain sponsorship of an event up to \$7,000 on an annual basis. If the producer wishes to request more than this amount, he/she will be required to petition City Council as scheduled through the Events & Park Reservations Coordinator.

Official only
 Date received:
 Staff initial:
 KEC review date:

Petitions to submit a sponsorship application outside of the established deadlines or over the established cash limitations may be submitted to the Events & Park Reservations Coordinator. Cash awards are based on information provided below.

Event Producer Information

Producer Name: _____ Phone Number: _____

Email address: _____

Event Name: _____

Special Event Application submitted and fee paid? YES NO

*(City sponsorship **will not** be considered if you checked “no” – the Special Event Application provides necessary information regarding City department/staff requirements and other pertinent information relative to community health and safety)*

City liability insurance coverage requested? YES NO N/A

If “yes” is checked, provide in-kind amount for this request here: \$ _____

Sponsorship cash amount requested: \$ _____

In-kind City support requested and cash value (e.g. Police, Fire, EMS, Parks, Street): \$ _____

Please provide information requested. ***Your sponsorship request will be considered based upon the detail of information provided and subsequent analysis by the Ketchum Events Commission.*** It may be necessary to present your request in front of the Ketchum Events Commission and/or Ketchum City Council. Please contact the Events & Park Reservations Coordinator with any questions at 208-726-7820 or sarms@ketchumidaho.org .

Event name: _____

1. Description of event:

1(a) Previous events produced by your organization and/or previous event experience:

1(b) Other event producers involved in the event (if any):

2. Estimated attendance and description of target audience:

3. Price point(s) for ticket sales (if applicable):

4. Describe who benefits from ticket sales:

5. Charity nonprofit organization(s) who benefit from your event and how, if applicable:

6. Describe or provide marketing plan:

6(a) Please address marketing, advertising and public relations:

6(b) Describe your media plan and media attendance including TV, newsprint, blog, magazine

7. Please provide the following:

- Budget documentation for your event
- Sponsorship leverage identification (who else is sponsoring your event?)
- Estimated economic return or benefit to citizens of Ketchum
- Description of impact minimization to both business owners and residents
- Is this a recurring event

I, the undersigned, have reviewed the completed sponsorship application and know the contents thereof to be true. I represent and warrant that I have the lawful authority and authorization to execute this application for and on behalf of the entity applying for the Special Event License and Sponsorship Request. I have reviewed the conditions of City of Ketchum Title 12, Chapter 12.32 and do hereby agree to the terms set forth therein. Furthermore, I acknowledge that if I fail to so comply with the criteria and conditions set forth in Title 12, Chapter 12.32, my Special Event License will be revoked and I will be responsible for reimbursing the City of Ketchum for any cash or in-kind support offered.

Applicant's Signature: _____ Date: _____

Ketchum Events Commission – official only

KEC Chair initial: _____ Date: _____

Award amount and additional description/documentation of support (cash, waivers, etc.):

Date presented to KEC: _____ Producer/rep present? YES NO

Deadline met or waived? _____

Additional notes (including any administrative decisions, vote by KEC membership and/or vote by City Council, proof of insurance coverage provided, proof of cash