



APPLICATION FOR NEW EVENT SPONSORSHIP

The purpose of the New Port Richey Special Event Sponsorship Program is to provide funding to organizations for assistance in producing special events that:

- promote the City as a destination for visitors;
- provide economic impact to the City and its businesses; and
- provide additional family-friendly programs.

Applications for new special events desiring City sponsorship for the following fiscal year (October 1 through September 30) are due to the City's Cultural Affairs Committee by June 1 of each year. The Cultural Affairs Committee will review the applications and make recommendations to the City Council using a point system based on relevant criteria. The Cultural Affairs Committee will also recommend the dollar amount of the sponsorship. The City Council will decide which events will be sponsored and for what amount. The number and amount of each sponsorship will be dependent upon the availability of designated funds.

Applicants are requested to provide the following information. Once completed, submit the application to the Office of the City Clerk, City Hall, 5919 Main Street, New Port Richey, Florida 34652. You can also fax it to (727) 853-1023 or send it via email to summersd@cityofnewportrichey.org.

I. APPLICANT INFORMATION

Entity Legal Name: Richey Suncoast Theatre

Entity Federal Tax ID Number, if applicable: 59-1406158

Is the Entity a Florida corporation or registered to do business in the State of Florida? Yes: No:

Application completed by: MARIE SKELTON

Title/relationship to the Entity named above: EXECUTIVE DIRECTOR

Telephone No.: 727-842-6777

Mailing Address: 6237 GRAND BLVD. NPR, FL. 34652

Email Address: WESTERBY11@AOL.COM

II. EVENT INFORMATION

Event Title: ELF, The Musical

Date(s): DECEMBER 8 @ 8 PM DECEMBER 9 @ 3 PM

Event Location(s): Sims PARK

Will your event require street closings? If so, where? No

II A. City Visitors and Overnight Stays

1. Do you plan to attract out-of-town day-trip visitors to the City of New Port Richey? YES

2. Please estimate the number of out-of-town day-trip visitors you think will attend. 300+

3. If your event is to be held for more than one day, is your schedule devised so as to entice visitors to stay overnight and come back again? If so, how?

N/A

4. If your event will be held over multiple days, have you established reduced rates for attendees with a host hotel or other accommodation partnership(s)? If so, with whom?

<u>Hotel/Accommodation Partner</u>	<u>Contact Person</u>	<u>Telephone Number</u>

II B. Marketing and Advertising

1. Do you have an itemized marketing and advertising budget for your event? YES

2. Will you be advertising your event outside a 50-mile radius of New Port Richey? YES

3. Do you plan to take advantage of co-op advertising opportunities with other local events or other City

businesses? If so, how? MAKING AN EVENT PAGE + LIST BUSINESSES OFFERING SPECIALS THE DAY OF SHOW. PUTTING ADS IN LOCAL PAPERS LISTING BUSINESSES OFFERING SPECIALS OF THE DAY.

4. Please specify which social media/electronic resources (such as Facebook, Twitter, Pinterest, Instagram) or other creative marketing strategies you plan to use to promote your event. (Please attach a separate sheet if needed.)

FACEBOOK, RST WEBSITE, LOCAL BUSINESSES CONNECTED TO EVENT PAGE, TAMPA BAY TIMES INTERNET ADS + PAPER ADS, FLYERS

5. When do you plan to launch your event's advertising and promotions? NOVEMBER

6. Please provide a summary of the proposed use of your requested sponsorship amount. (Please attach a separate sheet if needed.)

II C. Economic Impact

1. How could your event benefit area businesses? RST WILL ONLY DO THE PLAY. LOCAL BUSINESSES WILL OFFER SPECIALS ON FOOD, DRINK, ETC.

2. Will your event work well with all downtown businesses, so as not to infringe on or take away from their business activity? YES

II D. Program Impact

1. How unique is your proposed event? _____

2. Who are your event's target audience? KIDS + ADULTS OF ALL AGES, FAMILIES

3. Do you plan on selling alcohol? If so, where? For how many days? NO

III. Total Sponsorship Amount Requested: \$ 16,450.00

IV. SIGNATURE/DISCLAIMER

On behalf of Richey Suncoast Theatre (name of event/organization), I certify that I have completed this New Event Sponsorship Application and attest that all information provided herein and attached hereto is true and accurate.

Marie Skelton

Authorized Signature

EXECUTIVE DIRECTOR

Title

2/27/17

Date