

Downtown Eau Claire Inc. Sponsorship Request Form

In an effort to support initiatives that encourage individuals within and outside the greater Eau Claire community to come downtown or establish businesses in the downtown, DECI chooses to invest in the community via the following funding request and annual grant guidelines.

Available funds will vary annually and will be available on a first-come, first-served basis until the funds are depleted. Previously approved funding decisions do not guarantee future funding availability or decisions.

Preceding the event, requestors will be required to complete this application that will be due two weeks prior to the monthly DECI Board meeting which occurs the first Wednesday of the month. For example, if the Board meets on 9/4 (the first Wednesday of each month), the application will be due on 8/21 for any events that occur after 9/4. Late applications will not be accepted.

Sponsorship Eligibility

DECI will prioritize:

- events, initiatives or requests that occur within the limits of Downtown Eau Claire
- boundaries and
- must be open to the public,
- present a new or novel approach or expand upon an existing offering.
- Annual sponsorship for groups that may have ongoing events over the course of the year
- Long-standing events that DECI assisted with the creation or determines it will
- support during the annual budgeting process

In addition to any sponsorship allocated, DECI will promote the event on its own social media at no additional expense to the approved requestor.

Priority will be given to:

- DECI members
- Non-profits
- Volunteer managed organizations
- Downtown businesses
- Individuals

Request Ineligibility

- Incomplete and/or late applications
- Organizations that discriminate against individuals based on race, color, creed, gender,
- national origin or sexual orientation
- Political organizations
- Funds that would be used for staffing or administrative costs
- Events that are solely religious in nature or private to specific members or groups

Applicant Requirements

1. The applicant must clearly identify the downtown community impact including:

- how the event will improve the experience of downtown:
- financial impact,
- social impact,
- impact to the Business Improvement Districts (BIDs),
- anticipated number of attendees,
- details on how funds will be utilized
- overall program costs

2. The approved applicant will be required to acknowledge DECI's sponsorship on all press releases, print, radio, online, social media or other marketing materials related to the event/project or in accordance with the event's sponsorship levels.

3. The approved applicant will be expected to "share" DECI posts as a means to spread support of the event.

4. The approved applicant will be required to complete a post-event report describing if their goals were achieved and any barriers or challenges they faced. By doing so, the applicant will help our community understand how DECI supports outstanding downtown stakeholders. Failure to complete the post-event report could result in the requestor being denied future funding requests.

Sponsorship Criteria Includes

- Events intended outcome aligns with and advances DECI goals
- Events that support downtown businesses, arts, cultural or sporting events and are open to the public
- Expected attendees as a potential indicator of overall sponsorship levels.
- Other funding consideration could include the impact to one or more downtown BIDs
- The board reserves the right to have final discretion on funding decisions.

Please check all that apply to you as the requestor:

- DECI member(s)
- Non-profit
- Volunteer-managed organization
- Downtown business(es)
- Individual
- Other: _____

Your name: _____

Requesting donation on behalf of org(s) name and for what event:

Best contact number:

Best contact email:

Event Date(s): _____

Overview of the event. Please include how the event will benefit the downtown through an experience, financial impact, social impact, and/or a different way. (Please attach instead of fill out if applicable.)

Anticipated number of attendees and event goals (i.e. what do you hope to achieve with this event?)

Event financials

How will the requested sponsorship be used?

What are the detailed program costs? (Please attach instead of fill out if applicable.)

If you do not receive the sponsorship, how would it impact your event?

If you receive sponsorship from Downtown Eau Claire, Inc. (DECI), you agree to the following:

1. The approved applicant will be required to acknowledge DECI's sponsorship on all press releases, print, radio, online, social media or other marketing materials related to the event /project or in accordance with the event's sponsorship levels.
2. The approved applicant will be expected to make DECI a cohost on their event to help spread support and recognize DECI contribution.
3. The approved applicant will be required to complete a post-event report describing if their goals were achieved and any barriers or challenges they faced. By doing so, the applicant will help our community understand how DECI supports outstanding downtown stakeholders. Failure to complete the post-event report could result in the requestor being denied future funding requests.
4. The approved applicant will agree that their event will not discriminate against individuals based on race, color, creed, gender, national origin or sexual orientation.

After the event

The DECI board would appreciate a brief (5 minutes), an in-person recap of the event at a future board meeting in order to understand if the event met its intended goals.

Please sign and date below if you accept these terms.

Name: _____

Date: _____