

City of Watsonville
Application for Community Special Event Sponsorship Program



In order to request sponsorship or a reduction or waiver of fees, please complete this application and submit it with the necessary documentation to the address provided.

SPONSORING ORGANIZATION INFORMATION		
Name of Organization:		
Address:		
Phone:	Website:	
Name of Event Coordinator:		
Phone:	Email:	
Nonprofit 501(C) 3 tax exempt organization?	Yes	No
Located in Watsonville?	Yes	No
EVENT INFORMATION		
Name of Event:		
Type of Event (e.g. parade, street party, etc.):		
Facility Requested/Event Location:		
Date(s) of Event:	Time(s) of Event:	
Is the event open to the public? Yes No	Estimated # of attendees:	
Is this event a fundraiser? Yes No		

Will there be an admission, entrance user fee or cover charge for the event? If so, please explain.

How will the event benefit the Watsonville community?

How will the event address City Council priorities and adopted General Plan policies?

Will promotional materials be used? How are you planning to market the event?

Will the event create revenue generating opportunities for local Watsonville businesses? If so, how?

Can you commit to tracking event attendance and vendor sales to report to the City's Economic Development Team following the event? Yes No

If yes, please describe how you will track attendance and sales.

Has your organization put on this same event in the past? Yes No

If not, has your organization put on other events in Watsonville? Yes No

Other organizations participating in organization of the event:	
Other organizations participating in the event:	
Will this event receive third party funding or sponsorships? Yes No	
If you are requesting a fee reduction or waiver, explain how imposition of fees would create financial hardship on the organization or would have a detrimental effect up on the services provided to the public:	
Signature of Applicant:	Date:

To be considered complete, copies of the following documents are required to be submitted along with this Application:

- Copy of organization’s IRS 501(c)3 determination letter or other documentation of non-profit status
- Special Event Application
- Financial statement from prior year’s event (Not applicable to first year events)
- Proposed budget for current year’s event

Submit this completed Application, along with other required documents to:

Special Events
City of Watsonville Parks and Community Services
231 Union Street
Watsonville, CA 95076

<i>For Office Use Only</i>	
Approval Status	
<input type="checkbox"/> Approved	<input type="checkbox"/> Not Approved <i>Reason:</i> <input type="checkbox"/> Does not meet program guidelines <input type="checkbox"/> Incomplete application <input type="checkbox"/> Other _____
Event Tier: I II III	Funding Granted: \$