

YPSILANTI AREA CONVENTION & VISITORS BUREAU

EVENT SPONSORSHIP POLICY & APPLICATION PROCESS

Who is eligible?

Any non-profit organization within Washtenaw County that has an Event open to the public.

What application information is required?

1. Cover letter (not to exceed two pages) is required. Included in the cover letter should be a clear description of the event, its purpose, and potential impact on the community.
2. A filled out and signed application submitted at least 90 days prior to the event. (See attached application)

The applications will be accepted as of the 1st of each calendar year, on a first-come, first-serve basis.

Sponsorship Levels:

PLATINUM: \$2500.00

- 200+ Room block, secured thru the YACVB
- Marketing support, ie: press releases, ads, etc.

GOLD: \$1500.00

- 100+ Room block, secured thru the YACVB
- Marketing support, ie: Press releases, ads, etc.

SILVER: \$1000.00

- 50+ Room block, secured thru the YACVB
- Support of on-going community event that provides substantial foot traffic supporting local retail & restaurants.
- Marketing support ie: Press releases, ads, etc.

BRONZE: \$500.00

- In-Kind Postage
- Marketing support ie: Press releases, ads, etc.

Sponsorship Fund availability is based on the YACVB's yearly budget allocation for this purpose. Once the fund is depleted there will be no more sponsorships for that fiscal year.

**Ypsilanti Area Convention & Visitors Bureau
Event Sponsorship Application Form**

Please fill out and sign the application and return to the address listed below.

Organization: _____

Contact Person _____

Phone: _____

Work: _____ Cell: _____ Email _____

Name of Event: _____

Date (s) & Hours of Event: _____

Location(s) _____

Is this a new event? Yes ___ No ___

If not, how long has it been going on, and where was it held previously?

Have you applied for an application from the City/Township? (if needed) Yes ___ No ___

What is your estimated attendance? _____

Where are attendees coming from? _____

Will you be needing overnight accommodations? Yes ___ No ___.

If so, how many rooms? _____

Have you secured the appropriate insurance/fidelity bonding? Yes ___ No ___

Please provide a short description of your event:

Should your event be cancelled for any reason, the sponsorship amount shall be returned to the Ypsilanti Area CVB within 30 days of the cancellation.

The Ypsilanti Area Convention & Visitors Bureau assumes no liability for any event.

Signature _____ Printed name _____

Date & Time _____