



**City of Sunnyvale
Community Events Grant Program
Application
Fiscal Year 2017/18**

Date Received: _____
Application
Completed: _____

Application Deadline: ENTER DATE HERE

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. While the City will accept applications through **<DATE>**, the exact amount of grant funding available will be determined by City Council when the FY 2017/18 Budget is adopted in June 2017. Applicants will be notified of award decisions in July 2017.

Complete applications may be submitted in the following ways:

Mail or Drop-Off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Alisha Rodrigues
550 E. Remington Dr., Sunnyvale CA 94087

Email: ncs@sunnyvale.ca.gov or *Fax:* 408-730-7754.

For questions or more information, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov, 408-730-7599.

Event Name: _____

Date(s)/Time(s) of Event: _____

Sponsoring Organization(s): _____

Grant Amount Requesting from the City of Sunnyvale: \$ _____

(Amount cannot exceed 40% of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

Authorized Representative Information:

Name: _____

Title: _____

Organization: _____

Email: _____

Phone: _____

Mailing Address: _____

Event Details:

1. Please describe your event (you may attach additional details or supporting documentation).
2. Have you held this event before? If so, when and where?
3. How does your event encourage a celebration of community, including the character, diversity and quality of Sunnyvale? How does it provide vitality and identity to the community?
4. What steps are you taking to ensure a well-planned, safe event?

Marketing & Promotion:

5. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

6. How many people do you expect to attend your event? How did you arrive at this estimate?

7. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

Organization Information:

8. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

Event Budget:

9. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

10. Please attach a detailed budget for your event including:
 - Total Expenses
 - Anticipated Revenue (if applicable)
 - Net Cost (Total Expenses less Anticipated Revenue)
 - Volunteer Assistance (1 - list volunteer roles/tasks AND the number of hours anticipated; 2 - multiply volunteer hours by \$27.59, the California volunteer rate per *IndependentSector.org*)
 - Any expenses you expect to be donated / in-kind (include an estimated dollar value of each donated / in-kind expense in your budget)
 - Funding amount being requested from City of Sunnyvale (cannot exceed 40% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

12. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.