



## Community Events Grant Program Application

Fiscal Year 2019/20

**Application Deadline: April 19, 2019, by 5 p.m.**

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 April 19, 2019, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2019/20 budget is adopted in June 2019. Applicants will be notified of award decisions in July 2019.

**Completed applications may be submitted in the following ways:**

*Mail or Drop Off in Person:*

Sunnyvale Public Library (Library Administration, Second Floor)

Attn: Jennifer Acuña

665 W. Olive Avenue, Sunnyvale, CA 94086

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or *Fax:* 408-735-8767

For questions or more information, contact Jennifer Acuña at [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or 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 percent 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:** \_\_\_\_\_

**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.

