



## Exhibit A. Village of Winnetka Sponsorship/Donation Application As of February 2020

*For information regarding the Village's procedures for sponsorship/donation, please see attached policy. The Village reserves the right to request additional information that is not listed in this application. If you are requesting In-Kind Sponsorship such as road closures, utility, police or fire assistance, please fill out a Special Event Permit as well and submit it to the Winnetka Police Department.*

### 1. Type of Sponsorship Requested

Monetary Donation/Sponsorship Amount Requested: \$

### 2. Organization/Group Details

Name of Organization:

Contact Name: Title/Position:

Mailing Address: Phone:

City: State: Zip:

Email:

Organization or Event Website:

### 3. Not-For-Profit Status *(please attach documentation to application)*

Not-For-Profit  Yes  No Registered in Illinois  Yes  No

Tax Exempt Number:

### 4. Program/Event Details

Name of Program/Event:

Type of Program/Event:

Event Date(s):

Event Time(s): am/pm to am/pm Expected Number Participants:

Event Address:

a. If the event is intended to be a business district-wide event requiring business participation, please list the names of all business that have agreed to participate *(Attach additional documentation if needed)*:

Event or Program Mission/Purpose *(Attach additional documentation if needed)*:

Is this a fundraising event?  Yes  No Fundraising recipient's 501(c)3 Number:  
 If yes, who will receive the proceeds?

Event Open to the Public?  Yes  No If previously held, was the Village of Winnetka a sponsor?  Yes  No If a monetary sponsor, what amount? \_\_\_\_\_  
 Has this event been previously held?  Yes  No  
 If yes, previous date \_\_\_\_\_



### 5. Benefits Proposal

Check all of the proposed benefits, goods and/or services the Village will receive if approved.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Booth/table at event    | <input type="checkbox"/> Verbal recognition at event | <input type="checkbox"/> Recognition in social media         |
| <input type="checkbox"/> Banner at event         | <input type="checkbox"/> Event tickets               | <input type="checkbox"/> Village logo on marketing materials |
| <input type="checkbox"/> Village logo on website | <input type="checkbox"/> Other:                      |  |

### 6. Village Goals

Elaborate on how the event will help achieve the following goals:

- a. Broad community impact and/or Winnetka identity building.
  
  
  
  
  
  
  
  
  
  
- b. Benefit to the economic health of the community.

### 7. Event Promotion/Marketing

- a. Please describe a timeline of event promotion and how the event will be advertised (*Attach copies of marketing materials including logo, flyers, etc.*). May include materials from previous occurrences if those marketing materials are similar to current event.
  
  
  
  
  
  
  
  
  
  
- b. If the Village was previously a sponsor of this event, please describe how you promoted the Village at the event.

### 8. Event Funding and Sustainability

- a. How is the event funded? Please list all financial sponsors and respective sponsorship amounts, including event fees such as registration, entry, spectator, vendor, etc. (*Attach additional documentation if needed*).
  
  
  
  
  
  
  
  
  
  
- b. If you are requesting a Donation/Sponsorship from the Village that will be 50% or more of your budget, please attach an event budget including all revenue and expense items. Outline how you will use the Donation/Sponsorship.

Please sign and submit application to [ldechant@winnetka.org](mailto:ldechant@winnetka.org) or deliver to Winnetka Village Hall, 510 Green Bay Road, Winnetka, IL 60093

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FOR VILLAGE USE ONLY:** Date received: \_\_\_\_\_ By: \_\_\_\_\_