



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 or deliver to Winnetka Village Hall, 510 Green Bay Road, Winnetka, IL 60093

Signature: _____ Date: _____

FOR VILLAGE USE ONLY: Date received: _____ By: _____