

CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION

APPLICATION DEADLINES

Fiscal Year 2020-2021

(Events held between January 1, 2021 – September 31, 2021)
Applications open on July 1, 2020 and close on August 1, 2020.

Fiscal Year 2021-2022

1st Period (Events held between October 1, 2021 – March 30, 2022).
Applications open January 1, 2021 and close on February 1, 2021.

2nd Period (Events held between April 1, 2021 – September 30, 2022).
Applications open July 1, 2021 and close on August 1, 2021.

ONLINE APPLICATION

Applicant General Information:

Entity Name		
Event Name		
Business Address	City	Zip Code
Event Contact	Phone	Mobile
Email address	Business Website	
FED Tax ID Number	Business Tax Receipt Number (Miami Beach Only)	

1. Is Applicant applying as a nonprofit 501(C)3? Yes _____ No _____ (If yes, please provide/upload proof of status)

2. Has Applicant applied for funding from:

- a. Miami Beach Visitor and Convention Authority ("VCA") Yes _____ No _____
- b. Miami Beach Cultural Arts Council ("CAC") Yes _____ No _____
- c. Greater Miami Convention and Visitor Bureau ("GMCVB") Yes _____ No _____

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3. Have you previously received a sponsorship from the City of Miami Beach? Yes _____ No _____
If yes, please provide the year(s) and the amount of funding received? _____

4. You must prove \$1 to \$1 matching funding. Please attach/upload projected event budget, including all funding sources.

5. If sponsorship funding is approved, please explain how you intend to use the funding.

Event Information

6. List name of the event: _____

7. Physical address/location of the event: _____

8. Description of event: _____

9. Does the event utilize any City owned facilities or venues? If yes, identify: _____

10. Active date(s) of Event _____

a. Load-In/Load-Out dates of Event _____ (Attach/upload projected Event schedule)

Event History

11. Has this event taken place in Miami Beach previously? Yes _____ No _____

a. If yes, please list the year(s) the event previously occurred in Miami Beach. _____

12. Has this event taken place in a location other than Miami Beach? Yes _____ No _____

a. Where? _____

Hotel Information

13. Does the event have hotel room block(s) in Miami Beach? (Provide/upload room block confirmation(s))

a. If yes, provide/upload a list of hotel(s) and number of hotel rooms in block

14. Has the event held hotel room block(s) in Miami Beach for past events? ___yes ___no

a. If yes, provide list of hotel(s) _____ Number of rooms

Audience

15. Describe how your event will increase targeted tourist attendance and occupancy in Miami Beach hotels?

16. What is the daily estimated attendance of the event? _____

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17. What was the attendance of previous event(s), if applicable? _____

18. Breakdown of regional, national and international attendee totals of previous event(s), if applicable. (Must be verified by GMCVB Audience Audit or third party auditor)

National _____ Local _____ International _____

19. Breakdown of expected local, national and international attendee totals.

National _____ Local _____ International _____

Public Benefit

20. Provide detailed Miami Beach Public Benefit plan (educational, environmental, economic, residents , etc.) if applicable.

21. Is your event free and open to the public? Yes _____ No _____

22. Describe what unique and engaging experiences are included in the event that could increase Miami Beach resident quality of life?

Marketing/Promotion

23. Provide a detailed marketing plan on for your proposed event (and how it promotes Miami Beach as a tourist destination) including a breakdown of impressions (confirmed and anticipated)

24. Provide/upload details of media commitments secured for the event and media exposure for previous event(s). (confirmed and expected)

25. Describe how the event will strengthen and/or enhance the cultural experience in Miami Beach?

26. Does the event name incorporate the Miami Beach brand? Yes _____ No _____

a. Explain

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City Services

27. Will the event need to hire City services such as (Police, Fire, Parking, Sanitation, etc.)?

a. Yes _____ No _____ If yes, explain?

I. Certification

I, _____ on behalf of _____ certify that all information contained
in

Event Contact

Legal Entity Name

this application and attachments are true and accurate, and that I am authorized hereto to execute this application.

Signature

Date

Please see attached:

APPENDIX A– SCORE CARD EXPLANATIONS

APPENDIX B – SPONSORSHIP SCORE CARD

Additional Supporting Documents:

- Marketing Plan
- Hotel room contracts
- Post event after action

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