

**SUMMER 2014  
DBA ADVERTISING GRANT APPLICATION**

Organization: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Event Name: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Event Location: \_\_\_\_\_ Event Address: \_\_\_\_\_

Has your organization applied for DBA grant funds in the past? \_\_\_yes\_\_\_\_\_no

If yes, list all dates and

amount of grants  
awarded: \_\_\_\_\_

Event Description: (attached document proposals will be accepted to support  
this section)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Event Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Admission Cost: \_\_\_\_\_ Previous Year's Attendance: \_\_\_\_\_

Anticipated Attendance for this Event/Project: \_\_\_\_\_  
\_\_\_\_\_

Signature of Contact Person \_\_\_\_\_ Date: \_\_\_\_\_

**If you would like to be considered for a DBA sponsorship over and above advertising, please complete pages 2 and 3 of this application.**

DBA Sponsorship Application  
EVENT SCOPE OF WORK:

(Attach additional pages if needed)

Sponsorship Funds Requested \$\_\_\_\_\_

1. State the goals and objectives for the special event/project.
  
2. Describe how the use of DBA funds will be monitored.
  
3. Describe the distribution plan for any promotional collateral, if applicable.
  
4. Describe how profits made, if any, from the event/project will be distributed.
  
5. Is it anticipated that the event will be repeated in the future? If so:
  - a. How often will the event occur?
  
  - b. What steps will be taken to make the event self sustaining in the future? The DBA is intent on providing seed money to create and improve events that will draw visitors and business to the CRA. As such, DBA will actively avoid becoming a perpetual funding source for any event. Events are encouraged to provide the DBA with all information possible identifying how DBA's funds will be replaced when the event is held in the future.
  
6. Other Information: (Optional)

**EVENT BUDGET OUTLINE:**

	List Previous	
Year's LIST ALL REVENUE & Expenses Admissions	Revenue	List Present Year's Projected Revenues & Expenses
Concession	_____	_____
s	_____	_____
Sponsorshi	_____	_____
ps Booth	_____	_____
Space	_____	_____
Advertising Revenue	_____	_____
Sale of Promotional	_____	_____
Items	_____	_____
DBA Sponsorship	_____	_____
Other: _____	_____	_____
_____	_____	_____
<b>Total Revenue</b>	\$ _____	\$ _____
<b>LIST ALL EXPENSES</b>	_____	_____
Administrative	_____	_____
Advertising/Promotio	_____	_____
ns Printing	_____	_____
Promotional Items	_____	_____
Concessio	_____	_____
ns Awards	_____	_____
Travel	_____	_____
Talent	_____	_____
Other: _____	_____	_____
_____	_____	_____
<b>Total Expenses</b>	\$ _____	\$ _____
<b>NET PROFIT/LOSS</b>	\$ _____	\$ _____

\*\*\*Upon completion, an electronic version must be received by the Downtown Business Alliance by 4 pm on June 1, 2014. Please email to DBA Marketing Committee at \_\_\_\_\_.

## **2014 DBA SPONSORSHIP AGREEMENT**

This Agreement, made and entered into (PROPOSED DATE), by and between (proposed event) whose address is (proposed event/company address) and the DOWNTOWN BUSINESS ALLIANCE (DBA) hereby agree as follows:

### **Article 1 - Payment of Sponsorship Funds**

1.1 The DBA agrees to make payments to the Recipient in the amount of (allocated amount awarded by Marketing Committee).

1.2 Payment shall be made to the Recipient in two (2) distributions based on the following Schedule:

- i. Initial Distribution: 50% of the amount ( $\$1/2$  of allocated amount awarded by Marketing Committee) will be paid upon the complete execution of this agreement.
- ii. Final Distribution: 50% of the amount ( $\$ \frac{1}{2}$  of the allocated amount awarded by Marketing Committee) will be paid upon the completion of the event and the submission of invoices documenting the payment of all amounts identified in this sponsorship. The difference between the initial award and any funds not used or allowed will be deducted from second (final) payment.

1.3 The Recipient agrees to protect, defend and indemnify the DBA from any claims for aid, work, labor or materials with respect to the Recipient's performance.

### **Article 2 -Event Sponsorship Objectives/Deliverables:**

2.1 Requirements for Event Objectives: All events sponsored by the DBA must comply with the DBA's objective of promoting and supporting quality economic, cultural and residential development in Downtown Ocala. If at any time the DBA shall determine, in its own judgment, that the event at issue is not being held in furtherance of this objective, DBA has the right to terminate this agreement and request the return of funds previously distributed.

2.2 Requirements for Event Deliverables:

- i. Events must be held within the City of Ocala Downtown CRA.
- ii. Events must credit the DBA as a sponsor of the event on all marketing materials online and offline.
- iii. All printed, online and event marketing collateral or materials must include the DBA logo or logo type and the following tagline: "This event is funded in part by the owtown Business Alliance" and the DBA's url- [www.OcalaDBA.com](http://www.OcalaDBA.com).
- iv. The DBA is ONLY a financial contributor to the event and not a promoter or co-sponsor and will NOT be responsible for any debt incurred or liability issues that may occur during event/project.
- v. Grantee must return any unused funds and/or any funds used for expenditures not authorized by the DBA.

**Article 3 - General Responsibilities of the Grant Recipient:**

3.1 The event recipient agrees to furnish all labor, materials equipment, permits, licenses and services for the (proposed event) in accordance with the Specifications and requirements of (proposed event).

3.2 The event recipient agrees that all event support and back up for funding dollars are guaranteed to be as specified.

3.3 All event funding reimbursement shall be satisfactorily completed within 30 calendar days after the event has ended.

3.4 The Recipient shall be responsible for all damages to person or property that occur on the event site or adjacent thereto as a result of the Recipient's fault or negligence in connection with this Contract.

3.5 The Recipient shall keep records of all transactions. The DBA shall have the right to review such records at the Recipient's office (address listed above) during normal business hours.

3.6 In the performance of this agreement, the Recipient will be acting in the capacity of an "Independent Event Organizer" and not as an agent, employee, partner, joint venture or associate of DBA, thereby making the grant recipient solely responsible for the means, methods, techniques, sequences and procedures utilized by the grant recipient in the full performance of this agreement.

3.7 The Recipient shall be responsible for its own electricity, water, light and heat to support the Event.

**Article 4 Use of Sponsorship Funds.**

All funds shall be utilized for the services/goods identified in the attached Exhibit A.

WITNESS WHEREOF, the parties have executed this Agreement by their duly authorized officers on the day, month and year set forth above.

DBA

\_\_\_\_\_  
J. Theodore Schatt, President

Grant Recipient

\_\_\_\_\_  
Signature  
Print Name: \_\_\_\_\_