

Sponsorship Application Form  
Tourism, Economic Impact or Quality of Life Event Sponsorships



**\*\*Important Notice: The city provides sponsorships in three (3) categories: Tourism, Economic Impact and Quality of Life. If you receive funds in one category, you are ineligible for funds in the same category within the same funding cycle or for the same event or activity.**

(Applications will only be accepted in a digital format. Applicants may print out this form and write legibly in the spaces, but the completed form and any supporting documentation must be scanned so the submission can be made by email to [jjones@las-cruces.org](mailto:jjones@las-cruces.org).)

Name of Requesting Organization: \_\_\_\_\_

Name of event or activity in which you are requesting funding: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Is your organization currently sponsored by the City of Las Cruces and in what way?  Yes  No

If yes, then explain:

Description of Event or Activity: (Please use additional paper if required)

Dates of Event or Activity: \_\_\_\_\_ When was the event or activity established? \_\_\_\_\_

Choose the type of sponsorship program you are requesting:

Economic Impact  Quality of Life  Tourism

Level of sponsorship requested:

\$1,000  \$2,000  \$3,000  \$4,000  \$5,000  \$6,000  Other (Specify Amount) \$ \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_

Background on group or individuals hosting the event: (Please tell us about the organization and individuals hosting the event.)

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Are there any other intrinsic attributes to this event that should be considered?

Are there any permits required to carry out your event or activity?

What additional funding and sponsorship have been secured to ensure the event will be successful?

**A. For Economic Impact Sponsorships Only:**

Estimated Economic Impact: \$ \_\_\_\_\_

How did you derive at the dollar amount of the estimated economic impact?

How will you know if you achieved the level of estimated economic impact projected?

Any additional impact for the City of Las Cruces?

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**B. For Quality of Life Sponsorships Only:**

Background information on event or activity: (History, target audience, purpose, any other pertinent information)

Describe how your event meets all three of the quality of life criteria outlined in the sponsorship policy”

- 1. Readily open and accessible to all or most Las Cruces residents*
- 2. Provides a cultural, educational or civic experience*
- 3. Measure its success both qualitatively and quantitatively*

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**C. For Tourism-Related Sponsorships**

1. How Many overnight visitors do you project will be coming to Las Cruces for this event? \_\_\_\_\_
  
2. How did you determine the estimated number of overnight visitors who will be attending?
  
3. Why would someone come to Las Cruces for this event? (Please describe any unique characteristics of the event that will motivate someone to come to Las Cruces and overnight at our hotels.)
  
4. In addition to Lodger's Tax, is there any additional economic impact of this event? (Please specify your criteria for measuring the economic impact).

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**Guideline for consideration:**

1. All applications must be received by 5:00 p.m. July 15<sup>th</sup> or by 5:00 p.m. December 15<sup>th</sup> of each year. Final recommendations for sponsorship will be sent to City Council no later than the 2<sup>nd</sup> council meeting following the application deadline. Tourism-related applications will be reviewed at the next scheduled CVB Advisory Board Meeting.
2. All applications must be accompanied by a marketing plan, budget, and list of sponsors and other funding resources.
3. Email completed applications and supporting documentation to [jjones@las-cruces.org](mailto:jjones@las-cruces.org).

Signed: \_\_\_\_\_ Date \_\_\_\_\_

Authorized Representative

**Attachment Checklist**

**Required Attachments**

**Received**

Fully completed application.	
Marketing Plan/Strategic Plan	
Budget	
Permitting and logistics plan (if required)	
List of sponsors and other funding resources	