



Community Events Grant Program Application Calendar Year 2024

Application Deadline: Friday, October 20, 2023, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please thoroughly review the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** The City will accept applications through Friday, October 20, 2023, by 5 p.m. Applicants will be notified of award decisions in January 2024. For questions, email ncs@sunnyvale.ca.gov or call 408-730-7599.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Recreation Services Administration
550 E. Remington Dr., Sunnyvale CA 94087

Email: ncs@sunnyvale.ca.gov

Event Name: _____

Date(s)/Time(s) of Event: _____

Sponsoring Organization(s): _____

Grant Amount Requesting from the City of Sunnyvale: \$ _____

(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name: _____

Title: _____

Organization: _____

Email: _____

Mailing Address: _____

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

2. Have you held this event before? If so, when and where?

3. How does your event encourage a celebration of community, including the character, diversity, and quality of Sunnyvale? How does it provide vitality and identity to the community?

Marketing & Promotion

4. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, describe your target audience? How many people do you expect to attend your event, how did you arrive at this estimate?

5. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

Organization Information

6. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

Event Logistics and Budget

7. What steps are you taking to ensure a well-planned, safe event?

8. Describe controls you have in place to ensure your event will be cost-effective with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

9. Please attach a detailed budget for your event including:
 - Total expenses
 - Anticipated revenue (if applicable)
 - Net cost (total expenses less anticipated revenue)
 - Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$37.32, the California volunteer rate per *IndependentSector.org*)
 - Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
 - Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

10. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?