Downtown Development Authority (DDA) Sponsorship Application

(Use additional sheets if needed.)

1. Name of entity requesting sponsorship_____
2. Entity Representative's Name and Title_____

   _____
3. Address_____
4. Contact phone #_____Alternate phone #_____
5. Contact email address_____
6. Organization's or event's website address_____
7. Type of business requesting sponsorship (non-profit, sole proprietorship, partnership, LLC, Corporation)_____
8. How is the organization listed with the Louisiana Secretary of State's office (LLC Name)_____

   _____
9. Is the organization current with required documentation, Secretary of State, etc._____
10. Date of event(s)_____
11. Location of event(s)_____

    _____
12. Has the entity received a sponsorship from DDA in the past for this event?_____
13. If so, date and amount received_____
14. Has the entity received a sponsorship from DDA this calendar year? If so, for what event, date, and sponsorship amount?_____

    _____

    _____
15. Briefly describe how the current event will help achieve the DDA's Mission Statement / goals and promote long-term development in downtown?_____

    _____

    _____

16. If your event is a recurring one, please give specifics on downtown benefits created and why the event deserves funding this year. This can be money spent downtown, people who came downtown because of the event, buildings sold because of the event, or other such specifics.

    _____
    _____
    _____

17. List the other sponsors of your event and the amount of each sponsorship_____
    _____
    _____
    _____

18. How will the funding requested from the DDA be used for the event_____
    _____
    _____
    _____

19. Do you agree to get all necessary permits, insurance, and work with SPAR, SPD and others as needed to keep your event open to the public?_____

20. What sponsorship amount are you requesting from the DDA?_____

21. If awarded a sponsorship, who should the check be made payable to?_____
    _____

22. What address should the check be mailed to?_____

    _____

23. A Cooperative Endeavor Agreement will be required between the entity and the DDA. Who will sign the Agreement on behalf of your organization?

    Name: _____Title:_____

24. I certify that I have read and agree to the DDA Sponsorship Guidelines.

    _____
    Representative Name Representative Signature

    _____
    Date

Return to:

dda@downtownshreveport.com

Questions: 318-222-7403

The DDA will make a decision regarding the funding request based on a number of criteria, including, but not limited to: the availability of funds, information provided in this application, and the opinion of the Board of Directors regarding the fit of the proposed event/project with the mission of the DDA. Decisions regarding will be made by the DDA Board of Directors.

DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP GUIDELINES

The Downtown Development Authority (DDA) Board of Directors will consider offering sponsorship dollars to individuals/groups wishing to present events that are open to the public, promote development in the Downtown Development District (DDD), and are held in the DDD.

Preference will be given for a number of criteria such as history of performance and significant media coverage but also for those events that most closely align with the DDA's Mission Statement:

> **To actively pursue, support, facilitate, and welcome initiatives that aid and encourage private development, and promote and coordinate public development within the Downtown Development District of Shreveport, La.**

In other words, how will this event or project help make downtown a more thriving place even after it is over?

The goal of our sponsorship is always to encourage events or projects in downtown Shreveport to highlight the history and culture of our urban core. **It cannot, under any circumstances, be used for fundraisers or political gatherings**. **If, in the opinion of the DDA Board of Directors, the sponsorship provided was used for a fundraiser or political gathering, the recipient shall be required to return the original sponsorship amount to the DDA.** Preference will be given to those public events that attract a diverse range of participation and promote development in Downtown Shreveport.

PROGRAM GUIDELINES:

1. **The event must be held in the Downtown Development District.**
2. **Events can be fee-based or free but must be open to the public (cannot be used for events restricted to private or exclusive participation or for fundraisers or political activities).**
3. **Existing events or projects adding enhancements can qualify.**
4. **First-time events or programs can qualify.**
5. **Sponsorships are awarded on a first-come, first-served basis provided DDA has sufficient funds to award.**
6. **Sponsorship applications will be judged on a number of criteria including:**
   - **The amount of matching funding for the event**
   - **Creativity of the event**
   - **Potential impact of the event on the DDD**
   - **Marketing of the event**
   - **Availability of DDA funds**
   - **Information provided in the application or by other means learned about the organization, organizers, and the event**
   - **The opinion of the DDA Board of Directors as to the fit of the event with the DDA Mission Statement**
7. **All required insurance and security must be provided by each event as mandated by the City of Shreveport / Shreveport Public Assembly and Recreation's Festival Task Force and/or Shreveport Police Department on road closures and other issues.**
8. **Events must agree to use DDA logo on all materials and to link to the DDA website (if applicable). The DDA Marketing Manager will provide the approved DDA logo.**
9. **Sponsorship Application must be completed and signed.**
10. **The event must be listed in the Shreveport-Bossier Fun Guide.**
11. **Organizer/Organization must provide any other information requested by DDA.**
12. **Organizer/Organization is limited to one (1) DDA sponsorship per 12-month period.**
13. **The sponsorship application must be received by the DDA board meeting that falls at least one (1) month prior to the event.**

Applications should be submitted to:
Downtown Development Authority
416 Cotton Street
Shreveport, LA 71101
fax: 318-222-3731
email: dda@downtownshreveport.com