



# EVENT SPONSORSHIP *GUIDELINES*

The Community Development Agency's (CDA) Economic & Civic Development Department (ECD) is actively engaged in sponsoring community events benefitting businesses and residents of the unincorporated County, including Ashland, Castro Valley, Cherryland, Fairview, Hayward Acres, San Lorenzo, Sunol and East County.

These event sponsorship requests can range from **\$250 for general community events up to \$5,000** for events requiring road closure and traffic control services along the unincorporated area commercial corridors. These grants are available to qualifying applicants as a one-time grant, per fiscal year, per organization.

Event sponsorship requests will be considered by staff upon request. The event proposed for sponsorship must align with the sponsorship criteria outline below.

## Eligible Applicants & Sponsorship Criteria

### To be eligible event must:

- Take place within the unincorporated area Alameda County
- Be permitted under Alameda County, as required
- Contribute to civic pride and public engagement
- Enhance economic development
- Encourage resident/commercial participation
- Be a public event that is open to all

Event sponsorship program is not intended to support events where the purpose is fundraising for a cause or to advocate for a political position.

All events are required to add the Alameda County ECD logo to event information and on their website.

## Sponsorship Range

Event sponsorship ranges from \$250 for general community events up to \$5,000 for events requiring road closure and traffic control services within the unincorporated commercial corridors or Alameda County.

Award amounts may vary per event, per year. Award amounts may be less than the amount requested, and all awards are subject to ECD approval and/or the availability of funding.

Based on the information provided in the event's **letter of Intent (LOI)** staff will make a recommendation for sponsorship amount.

## Funding Parameters

### Program Amount Available

\$15,000 per fiscal year

### Request Amount

\$250-\$5,000

## Payment Disbursement Method

Alameda County will issue payment in the form of a check to the organization.

## One Time Sponsorship Per Applicant

Alameda County will provide one sponsorship per applicant annually. The County also reserves the right, at its sole discretion, to deny funds to an applicant.

## Application Process

Letters of Intent are accepted on ECD's website at [www.acgov.org/cda/ecd](http://www.acgov.org/cda/ecd). Alameda County will notify applicants of status within approximately 30 days from the application submittal date.

The following information must be submitted in your Letter of Intent (LOI):

1. Applicants Name:
2. Business/Organizations Name:
3. Applicant Contact Email:
4. Applicant Contact Phone:
5. Event Name:
6. Event Date:
7. Event Location:
8. Description of Event:
9. Event Budget:
10. Sponsorship Request Amount:
11. Does your event require traffic control services? Y/N
12. Does your event require an encroachment permit? Y/N
13. Are there other permit fees that your event requires? Y/N
14. Attach permit fees, road closure fees and any other documentation necessary to evaluate your sponsorship application.

## Contact Information

Kristin Perrault

Economic & Civic Development

(510) 670-6506 | [Kristin.perrault@acgov.org](mailto:Kristin.perrault@acgov.org)