



# CCRC Sponsorship Application

Our mission is to revitalize Historic Old Town Vallejo as the main street of commercial and cultural activity that promotes shopping, working, dining, and living in a secure and progressive environment.

Approved by CCRC Board 12-10-2016

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## **CCRC Sponsorship Criteria**

### **CCRC Request for Funding Sponsorship**

Central Core Restoration Corporation (CCRC) budgets a set amount of funds for sponsorship of other organizations' activities that promote, enhance or otherwise benefit the downtown area within the boundaries of the CCRC.

Some of the criteria used to award these funding sponsorships include but are not limited to;

**Organization** – CCRC wishes to disburse funds to organizations that can demonstrate the ability to succeed in the event, activity and/or project for which they are requesting funds in the short, medium and long term. CCRC will consider the structure, longevity and track record of the organization, among other criteria as CCRC may deem relevant.

**Detailed Plan** – CCRC wishes to fund activities/events that are demonstrated to be well planned out. Timelines, specific activities, budgets and other generally accepted business planning and execution practices should be evident in your application.

**Direct Benefit** – CCRC wishes to award funds to activities/events that have a clear and direct benefit to the approximately 12 block area served by CCRC.

**Alternative Funding Sources** – CCRC does not wish to become 'the primary' source of funding for any activity/event and will evaluate whether there is a more appropriate way for an organization to procure funds or sponsorship (ex; city fee waivers, other grants or subsidies).

**Fund Use Accountability** – CCRC wishes to assure that funds are used in the manner that they were awarded. Applications should include proposals on how they will be held accountable and report to CCRC that funds are used as awarded. CCRC reserves the right to impose reporting/ accountability measures as a condition of awarding funds.

**Promotion and Outreach** – CCRC wishes to award funds to activities/events that have community support. The selection process will evaluate if the organization has done outreach to the community for other financial support, volunteers, constituent buy-in and other outreach efforts that may indicate a successful event/activity.

## **CCRC Sponsorship Policy**

### **To Establish Grants, Donations, and Sponsorships**

In the effort to promote community interest, good will, and create economic stimulus to the downtown Vallejo property and business district, ("district"), the Central Core Restoration Corporation (CCRC) shall annually consider financial assistance to other organizations who wish to sponsor and conduct activities within the district, of which such activities shall comply with the goals and objectives for which the CCRC has been established.

The procedure to solicit and consider applications for possible financial assistance shall be as follows:

1. The CCRC's annual budget shall include a line item for financial assistance to other organizations, establishing a set amount not to exceed four percent (4%) of the total amount of the budget adopted by the board of directors.
2. Applications for financial assistance must be received in the office of CCRC no later than **May 1** prior to each fiscal year, unless the CCRC board extends the deadline by majority vote. Prior to such date, the Executive Coordinator-Executive Director of the CCRC shall make a reasonable outreach to contact all potentially interested organizations and parties whose proposals may benefit the district.
3. Applicants will be required to complete application by the stated deadline describing their proposal and how it will benefit the district.
4. All applications for financial assistance shall be reviewed and considered at the same meeting and in order to be approved shall require the affirmative vote of a majority of the CCRC board of directors.
5. Prior to funding any application, CCRC shall verify that any required insurance maintaining public liability and property damage insurance, holding CCRC harmless from any damage to any person or property during the time and date of any such event, shall be in place. Such insurance shall comply with the insurance requirements of the city of Vallejo as provided in the CCRC agreement with the city of Vallejo.
6. In the event the line item for financial assistance to other organizations has a surplus of funds at the end of the CCRC business year, such funds may be transferred back to the general fund, as may be provided by the majority vote of the CCRC directors.
7. If an applicant uses any services of the CCRC, including but limited to insurance and security, the cost of those services will be applied against the 4% limit.



## APPLICATION FOR FUNDING / SPONSORSHIP

If your organization is requesting funds from the CCRC, or is requesting that the CCRC sponsor an event (and provide services or insurance), this form must be filled-out, signed, and submitted to CCRC before funding or sponsorship will be considered. Applications are due by May 1.

### PART 1: APPLICANT INFORMATION

Organization Name and Year Formed: \_\_\_\_\_

Non-profit status: If applicable, provide the subsection of the 501(c) exemption. Exemption: 501(c) ( )

Mailing Address: \_\_\_\_\_

Contact and phone: \_\_\_\_\_

Email Address and Website: \_\_\_\_\_

PART 2: TYPE OF SPONSORSHIP ☐ Cash\* ☐ Services ☐ Liability Insurance ☐ Other

*\*CCRC may award a greater or lesser amount at its discretion.*

Amount Requested: \$ \_\_\_\_\_

Date Required: \_\_\_\_\_ *\*If you are seeking a disbursement of funds in more than one check, please give dates and amounts of each disbursement you are requesting.*

### PART 3: PROPOSAL SUMMARY.

(Please provide a brief synopsis of your sponsorship request in the space provided. You may provide a more detailed explanation in part 4.)

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#### **PART 4: PROPOSAL DETAIL**

Please explain in detail how the requested funding or sponsorship will help foster some or all of the following goals of the Downtown Vallejo PBID District which include

1. Creating a safe environment in Downtown Vallejo
2. Beautification
3. Promoting Downtown Vallejo

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**Organization** – Document your ability to succeed in the event, activity and/or project .

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**Alternative Funding Sources** –Specify additional outreach, contributors or existing sponsorship of your proposal. (ex: city fee waivers, other grants or subsidies).

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**Fund Use Accountability** – Provide a proposal of how you will be held accountable and report to CCRC.

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**Promotion and Outreach Efforts** – Describe your outreach to the community regarding promotion, volunteers, constituent buy-in and other outreach efforts that may indicate a successful event/activity.

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**Detailed Plan** – Please itemize how the requested funds will be used. Specify timelines, location, activities, and a complete project budget including all revenue sources. (Attach separate sheets if required.)

- IF AN EVENT, please describe the event in detail.
- IF A PURCHASE, please describe what you are purchasing, intended placement, anticipated lifespan and maintenance plan including responsible party and schedule.
- If you propose to MAINTAIN OR REPAIR something please describe the item and how you propose to maintain or repair it.
- IF A REQUEST FOR LIABILITY INSURANCE you will need to designate at least one person as a "safety officer" during the event to look for and correct potential hazards to event participants, such as extension cords that could cause tripping. Please provide the name and contact information for your "safety officer" (if known).
- IF A SPONSORSHIP FOR SERVICE, please detail (for example, "help putting-up banners")

### DETAILED PLAN

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper appears slightly aged or off-white. There is no handwriting or other markings on the page.

**PART 5: SIGNATURE  
TO BE COMPLETED BY APPLICANTS**

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

Dated: \_\_\_\_\_

(NOTE: The CCRC Board may ask additional questions at the CCRC Board meeting at which your request will be considered.)