



Dear Event Planner,

The City of Tallahassee recognizes that special events are an integral part of the community and serve to stimulate economic activity and community spirit, showcase the City of Tallahassee's diversity, and develop social and cultural interest within the community. As such, the City Commission approved a revised Public Events Policy and Procedures on March 25, 2015, to better manage how City resources and services are used to support special events. Changes to the policy included a mandatory application process to receive co-sponsorship status for special events, and the creation of a Special Events Committee to review the applications and make recommendations to the City Commission for which events will be considered co-sponsored.

This revised process replaces previous methods of requesting and/or obtaining in-kind City services for special events. All special events previously supported as a City co-sponsored event will be required to apply. To be eligible to apply for co-sponsorship, events must be held on City owned/controlled property; require a special event permit; and be free and open to the public.

Events that do not qualify are defined as follows:

- Events that charge a fee for public participation. This includes events with an admission fee, ticket fee, and/or team/individual entry fees (includes benefit walks, runs & challenges where participation fee or team fundraising takes place.)
- Events not held on city owned/controlled property.

City of Tallahassee Co-Sponsorship Applications are being accepted for events held during the two-year term of Fiscal Years 2025 & 2026, which starts on October 1, 2024 and ends on September 30, 2026. Applications are available by email, on [Talgov.com](https://talgov.com) or may be picked up from the Special Events office with Parks, Recreation and Neighborhood Affairs (PRNA), which is located at 1201 Myers Park Drive. Please let us know via email ([Jennifer.Carter@talgov.com](mailto:Jennifer.Carter@talgov.com)) if you need to pick up an application at the office. This will allow us to ensure someone is available to meet you at the office. Applications must be received **via email** ([Jennifer.Carter@talgov.com](mailto:Jennifer.Carter@talgov.com)) by **5:00PM on Monday, March 18, 2024**.

By applying for Co-Sponsorship from the City of Tallahassee you agree, if approved, that the City of Tallahassee will receive top-tier level sponsorship recognition and proof of performance as outlined under the Sponsorship Recognition paragraph included in application.

Please save the date of February 19, 2024 for an Applicant Q&A Workshop. This is an opportunity for you to seek clarification on eligibility, criteria and/or any questions you may have regarding the application. The meeting will be held at 6:00PM through a virtual meeting platform. Please let us know via email if you would like to attend the workshop. We will send all interested parties a meeting invitation for the workshop. Attendance at the workshop is **NOT** mandatory.

If you have any questions about the Special Events in-kind services request program, please review the information included or call the Special Events PRNA office at 850-891-3885.



CITY OF  
TALLAHASSEE

# ELIGIBILITY, CRITERIA & SPONSORSHIP RECOGNITION

## ELIGIBILITY

To be eligible to apply for City of Tallahassee Special Event Co-Sponsorship, events must be held on City owned/controlled property; require a special event permit; and be free and open to the public.

Events that **do not** qualify are defined as follows:

- Events that charge a fee for public participation. This includes events with an admission fee, ticket fee, and/or team/individual entry fees (includes benefit walks, runs & challenges where participation fee or team fundraising takes place.)
- Events not held on city owned/controlled property.

The Special Event Co-Sponsorship Application does not take the place of the Special Event Permit Application. Please contact the Special Events Division Staff at (850) 891-3885 to make arrangements to receive all necessary Special Event Permit Application paperwork.

Applicants are permitted to provide supplemental materials in support of the Special Event Co-Sponsorship Application, including marketing materials, etc. Applicant must provide **all documents (application and any supplemental materials) electronically in PDF format**. If your organization has any problems with this new process please let us know and we will work with you on a solution.

Eligibility Criteria (please check each item)	YES
Event is free for public to attend and participate. (If the event requires the purchase of a ticket or charges an entry or participation fee (including team/individual fundraising entry fees), the event does not qualify for Co-Sponsorship.)	
Will the event be held on City owned/controlled property?	

## CRITERIA

The Special Events Committee will utilize the following criteria for consideration in recommending Special Event Co-Sponsorship:

- It is not the intent for the committee to attempt to provide some level of in-kind sponsorship to each group requesting services. The current 50% non-profit public event discount for certain city services already serves to support each organization hosting an event at a city owned or maintained property.

- The event should be cultural or an activity (i.e., concert) that is oriented towards free public participation.
- One of the goals of the special event policy is to promote events in the downtown area. Cascades Park is considered to be part of the downtown area.
- The event should be a “Signature Level Event” that “puts Tallahassee on the map regionally or internationally” or is culturally significant to the community.

### **SPONSORSHIP RECOGNITION**

By applying for Co-Sponsorship from the City of Tallahassee you agree, if approved, that the City of Tallahassee will receive:

- Top-tier level sponsorship recognition/billing for the event
- Logo recognition on all printed and digital event promotional materials and sponsor signage/acknowledgment at the event, which must be approved by the City prior to printing and distribution as per the guidelines outlined on [Talgov.com/branding](http://Talgov.com/branding)
- Verification of City recognition sent to [branding@talgov.com](mailto:branding@talgov.com) no later than 10 business days after the event including a brief post-event summary with approximate audience size reached (event attendance, social media impressions, fliers distributed, etc.)

By signing below, I agree that I understand the eligibility criteria and sponsorship recognition requirements outlined above for co-sponsorship of a special event and I certify to the best of my knowledge that the event requesting co-sponsorship meets the criteria for eligibility.

\_\_\_\_\_  
Authorized Agent for Organization (Signature)

\_\_\_\_\_  
Authorized Agent for Organization (Print)

***RETURN SIGNED COPY WITH APPLICATION***



# Special Event Co-Sponsorship Application

**DUE DATE: March 18, 2024 by 5:00 PM EST**

**Email the application & any supplemental materials by 5:00PM EST, March 18, 2024 to  
Jennifer.Carter@talgov.com**

## PART I

### A. General Information

Name of Event:				
Date of Event:				
Date X:	Set-Up Time:	Start Time:	End Time:	Breakdown Complete:
Date X:	Set-Up Time:	Start Time:	End Time:	Breakdown Complete:
Date X:	Set-Up Time:	Start Time:	End Time:	Breakdown Complete:
Location/Facility Requested for event (Ex. Tom Brown Park, Playground):				
Description of Event (include information about partnerships with other communities, states, countries, companies, organizations, etc.):				

Name of Applicant/Applying Organization:			
Address:			
City:	State:	Zip:	
Phone Number(s):			
Email:			
What type of Organization are you?	Non-Profit	For Profit	Other
If a Non-Profit please provide Non-Profit Status ID#:			
Website:			

Social Media Sites:		
Contact Person and Title:		
Phone Number(s):		Email:
Address:		
City:	State:	Zip:
Description of Organization (Ex. Mission Statement, membership information including # of members, longevity of organization):		
What experience does your organization/staff/volunteers/event organizers have in organizing/producing events?		
Please provide an explanation of how your event will benefit the community (Ex. Cultural significance to the community, Impact on the Community locally, regionally or internationally, Economic Growth, Quality of Life, etc.)		

## B. Description of Event Impact on Community

Type of Event: Circle all the apply: Festival    Block Party    Public Assembly    Concert/Performance Parade/Procession/Motorcade Other (Please describe):	
Estimated Attendance: (Please check)	<input type="checkbox"/> 1-499 <input type="checkbox"/> 500-2499 <input type="checkbox"/> 2500-4999 <input type="checkbox"/> 5000-9999 <input type="checkbox"/> 10000-99999 <input type="checkbox"/> 100000+
Attendance Last year event was held (Please check)	<input type="checkbox"/> 1-499 <input type="checkbox"/> 500-2499 <input type="checkbox"/> 2500-4999 <input type="checkbox"/> 5000-9999 <input type="checkbox"/> 10000-99999 <input type="checkbox"/> 100000+
Does your event bring outside (non-resident) visitors to town: <input type="checkbox"/> YES <input type="checkbox"/> NO	
Anticipated number of room nights*: _____ (*Room nights is defined as the total <b>number</b> of hotel rooms groups take up, multiplied by the <b>number</b> of <b>nights</b> in those rooms)	
Do you obtain hotel room block(s): <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, please list hotels you have obtained room blocks:	
Number of hotel room nights* (when event was last held): _____ (*Room nights is defined as the total <b>number</b> of hotel rooms groups take up, multiplied by the <b>number</b> of <b>nights</b> in those rooms)	
Has an official impact study been for your event? If so, by whom? <input type="checkbox"/> YES <input type="checkbox"/> NO Study done by: Outcome of Study:	
Provide a description of your event marketing plan (if you market your event regionally, please describe):	
Estimated Budget to Produce Event (attach budget if desired): _____	
List all sources of funding, including in-kind contributions, and the amount that you have applied for or have been approved for, for this event. (Indicate status of either applied or approved).	
List the total amount of other monetary contributions/donations you have received or expect to receive to produce this event: Received: \$ _____    Expect: \$ _____	

List media partners and the type/value of services being provided:

Describe how you will measure the success of your event:

## Part II – Scope of Event

Estimated number of food vendors: \_\_\_\_\_

Estimated number of Exhibitors: \_\_\_\_\_ Other Merchants: \_\_\_\_\_

Do you request electrical services?

Do you request water services?

Do you request trash receptacles?

Do you request Showmobile Stage?

Will alcoholic beverages be served and/or sold?

Will you be requesting barricades/how many?

Will the event require police services for alcohol, security or crowd control?

Will the event require street closures?

Please check which services you are looking to have covered by co-sponsorship:

\_\_\_ Electric \_\_\_ Water \_\_\_ Solid Waste \_\_\_ Showmobile Stage \_\_\_ Rental Fees

\_\_\_ Barricades \_\_\_ Police

\_\_\_\_\_  
Print Applicant Name

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date



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## FREQUENTLY ASKED QUESTIONS

- Who can apply for City Co-Sponsorship?  
Any organization putting on an event that requires an event permit on property owned or controlled by the city, that is free and open to the public. Events that charge a fee for public participation are not eligible.
- What events do not qualify as eligible for City Co-Sponsorship?
  - Events that charge a fee for public participation. This includes events with an admission fee, ticket fee, and/or team/individual entry fees (includes benefit walks, runs & challenges where participation fee or team fundraising takes place.)
  - Events not held on city owned/controlled property.
- Will there be an opportunity to seek clarification and ask questions pertaining to the eligibility, criteria and application?  
Yes, there will be a virtual Applicant Q&A Workshop on **February 8, 2022 at 6:00PM**. Attendance is not mandatory.
- Can I submit supplemental support materials along with my application?  
**Yes, Email the application & any supplemental materials to Jennifer.Carter@talgov.com**
- What constitutes the downtown area as referenced in the Criteria for Consideration in Recommending Co-Sponsorship?  
It includes Cascades Park, Chain of Parks, Adams Street, Adams Street Commons, City Hall, and Kleman Plaza.
- Am I required to use Tallahassee Police Department for security and/or road closures?  
All events requiring a road closure must go through the Road Closure Application process handled by Special Event Division Staff. Any event that is serving and/or selling alcohol is required to have sworn TPD officers. TPD will determine if additional security is required for the event and will have to approve the event's security plan.



- I have submitted my application, when will I know if my event is being co-sponsored?  
Final determination of what events are approved for Co-Sponsorship is handled by the City Commission. It is the goal of the committee to submit their recommendation to the Commission for review at a Commission meeting in May or June 2024.
- Where can I get the application paperwork?
  - City of Tallahassee Parks, Recreation and Neighborhood Affairs Special Events office located at 1201 Myers Park Drive
  - (contact us via email at [Jennifer.Carter@talgov.com](mailto:Jennifer.Carter@talgov.com) to make arrangements to pick up an application in person)
  - Via email at [Jennifer.Carter@talgov.com](mailto:Jennifer.Carter@talgov.com)
  - Online at [Tal.gov](http://Tal.gov)

- When is my application due?

**Email the application & any supplemental materials by 5:00PM EST, March 18, 2024 to [Jennifer.Carter@talgov.com](mailto:Jennifer.Carter@talgov.com)**

- Can I submit another organization's grant or application in place of the City of Tallahassee Special Event Co-Sponsorship Application?  
No, only the City of Tallahassee Special Event Co-Sponsorship Application will be accepted for consideration.
- Am I eligible for City Co-sponsorship even while receiving other funds and grants?  
Yes
- Will the Co-Sponsorship application serve as my Special Event Application?  
No, there is a separate application that is needed to hold a Special Event on city property. The Special Event Application is **NOT** part of the Co-Sponsorship process and will be handled at a later date.