



Utilities

electric · stormwater · wastewater · water
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Fort Collins Utilities Sponsorship Application Questions

All applications must be submitted online at fcgov.com/utilities/sponsorships.

* indicates required questions

Organizational Information

- *Organization Name
- *Tax ID
- *Address
- *City
- *State
- *Zip Code
- Organization Website
- * Briefly state the organization's mission.

Contact Information

- *First Name
- *Last Name
- *Title
- *Email Address
- *Phone Number

Event Information

- *Event Name:
- Is the event a single day or multiple days?
- *Event Start Date:
- Event End Date (if single day, do not fill out):
- *Event Time:
- *Event Location:
- *Sponsorship Deadline:
- *In-kind or cash sponsorship request?
- *Amount Requested (up to \$1,500) (if requesting cash sponsorship):
- *Event Description:
- *What are the measurable and/or quantifiable objectives of this event (total dollars raised, total attendees, etc.)?
- *Why is this event important to your organization?
- *Has Fort Collins Utilities sponsored your event in the past? If yes, indicate when.
- *How does this event directly benefit Fort Collins residents?

- *How many years prior to this year has this event been held?
- If this event is recurring, how many people attended last year?
- *What is the projected number of attendees this year?
- Help us understand your marketing strategy to promote the event by sharing the following: *
 - Number of posters hung
 - Your organizations social media following (total for all platforms)
 - Number of social media posts expected to promote the event
 - Anticipated event website views expected
 - Anticipated radio ad impressions
 - Anticipated print ad impressions
- * What other City of Fort Collins sponsorships (not grants) and amounts are you pursuing/have you received for this event? If none, indicate "n/a." *
- What other City of Fort Collins in-kind donations are you pursuing/have you received for this event? If none, indicate "n/a."
- *Not including financial sponsors, are you collaborating with any other organizations or community groups for this event? If yes, please list the organizations and describe the nature of the collaboration. If none, indicate "n/a."
- Bonus Question (optional): Explain how this event aligns with Fort Collins Utilities position as your community-owned Utilities focused on providing affordable, reliable, high quality services while being responsible with community resources.
- Please attach your sponsorship sheet/packet that describes ALL available sponsorship levels.