



## Flemington Community Partnership's Event Sponsorship Application

### Our Mission

FCP's mission is to foster a thriving business community in the Borough of Flemington.

### The Purpose of the Event Sponsorship Fund

The FCP created the *FCP Event Sponsorship Fund* because we believe that investing in great events helps build Flemington's image as a great place to explore, shop, dine, and play. In keeping with our mission, the events we sponsor are ones we believe will drive visitation and boost our local economy.

### Core Criteria for Event Sponsorship

As the organization charged with building a thriving business community and marketing Flemington as a destination, we invest in events that meet these core criteria:

1. **Benefit** multiple Flemington Borough businesses;
2. **Attract** visitors from outside of Flemington; and,
3. **Increase** foot traffic in our commercial areas.

### What We Fund

To further our mission, the fund's purpose, and our core criteria for event sponsorship, FCP's sponsorship dollars are designed to underwrite costs associated with these event costs:

1. **Advertising**, including but not limited to print, digital, outdoor and social media ads.
2. **Marketing**, including but not limited to flyers, posters, mailings, and brochures:
3. **Public relations**, including but not limited to costs associated with gaining **advance** coverage by the media.

### How Much We Fund

The FCP will provide a maximum of two grants of up to \$1500 per year to a single organization.

### Additional Support

Whether you are a grant recipient or not, FCP provides additional free advertising, marketing and PR support for hundreds of Borough events. To have your event publicized by the FCP, please send your information to [admin@flemingtoncommunitypartnership.org](mailto:admin@flemingtoncommunitypartnership.org).

### Timing for Applications and Receipt of Funds

Applications must be submitted at least **90 days in advance of the event**. Applications are reviewed by a committee of the Board of Directors which meets every other month so it can take eight weeks for notification of approval. The full amount of the sponsorship check is mailed within ten days of notification of approval.



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All applicants for an FCP Event Sponsorship must complete this Event Sponsorship Application. Additionally, those awarded sponsorships are required to submit post-event reports detailing event attendance and metrics associated with the marketing, advertising and public relations support received from the FCP.

Date of Application Submittal (must match the postmark or email date)

Contact Name, Email address and Phone Number

Organization Name and Address

Name of Event:

Date(s)/Time(s) of Event:

Location:

Event Description

Please include a brief statement of how this event will benefit multiple Flemington Borough businesses.

How many event attendees are you projecting your event will attract from **the Flemington area?**

How many event attendees are you projecting you will attract from **outside of the Flemington area?**

Please describe how and where this event will increase foot traffic.

If this is a repeat event, please provide attendance figures for up to 3 years.

What is the total budget for your event?

What is the total amount in your budget that will be allocated for marketing, advertising and public relations (including what you hope will be provided in an FCP Event Sponsorship)?

What is the amount of your FCP Event Sponsorship request?

Please provide a breakdown of the marketing, advertising, and/or public relations expenditures that your organization hopes will be underwritten by an FCP sponsorship. Make sure to include a very brief description and total cost for each item.

Marketing: Advertising: Public Relations:
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### Supplemental Materials and Mailing

We encourage the submission of supplemental materials that will enable our reviewers to better understand the nature of your event. Please email this application, with any supplemental materials, to [admin@flemingtoncp.com](mailto:admin@flemingtoncp.com). Place “Event Application” in the subject line of your email transmittal.

### Post-Event Reports

To measure the impact of FCP’s investment in your event, FCP requires an **Event Sponsorship Report** with details about event attendance and metrics associated with the marketing, advertising and public relations support received from the FCP. An Event Sponsorship Report form will be provided to those who receive sponsorships. **Event Sponsorship Reports must be completed and returned to FCP within 60 days from the date of the event.**

### Questions

Please contact Nora Mathews at 908-809-5464 or [admin@flemingtoncp.com](mailto:admin@flemingtoncp.com)