

# EVENT PROPOSAL APPLICATION

## 1. Organization Information

Event Name: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Event Location: \_\_\_\_\_

Applicant/Organization: \_\_\_\_\_

Tax ID: \_\_\_\_\_

Designation:         501(c) 3         For Profit

Is applicant a minority business?  YES  NO

Is applicant a woman owned business?  YES  NO

Is applicant a small business?  YES  NO

SWaM Certification Number, if applicable: \_\_\_\_\_

Is applicant a faith-based organization?  YES  NO

Is applicant a disabled veteran business?  YES  NO

Check ONE:  Individual  Partnership  Corporation  LLC

Describe your organization (date established, governance structure, membership, mission, etc.).

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Physical Address: \_\_\_\_\_  
\_\_\_\_\_

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

Website: \_\_\_\_\_

Contact (and title/position): \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Additional Contact (and title/position): \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**2. Event Details**

Have you reviewed the City's Outdoor Special Event Permit process, which may include providing insurance, obtaining a promoter's license, charges for extra duty police officers, and other fees and requirements, as applicable?  Yes  No

Is this a new event?  Yes  No

If no, describe the existing event and what enhancements, improvements, and/or new elements/features will be added to significantly augment the event.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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Describe the event, including its purpose, how it will appeal to both residents and visitors, and how it will improve family resiliency and quality of life. Attach any supporting documents.

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Describe the portions of the event that will be free and open to the public and the portions that will require admission.

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Estimated attendance per day: \_\_\_\_\_

- Please attach a proposed event timeline and task list that includes major milestones and necessary permits.
- Please attach a proposed list of vendors, partners, and sponsors.
- Please attach a site plan to outline the proposed uses of space at the event venue, any road closures, points of ingress and egress, and the location of equipment such as light towers, portable restrooms, generators, tents, etc.

**3. Marketing**

Provide a description of the target market and audience of the proposed event, as well as strategies for marketing to those audiences.

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**4. Budget**

A total of up to \$30,000 will be awarded to proposal(s) meeting established criteria, and the City may select one or more recipients for different amounts of award funding under this RFP. Provide a complete budget describing each activity. The budget should give a total picture of your project and the resources available for it. All related costs must be covered in the budget. Where costs are not yet known, you should estimate them to the best of your ability based on market rates for goods and services. Identify the source of funding for each line item. The value and type of any in-kind contributions should be thoroughly explained. It is important that your budget figures clearly relate to what is proposed in the event description.

Match Requirements

Organizations must demonstrate matching resources of at least 50% of the value of the total awarded funds, of which up to 25% (of that 50%) may include volunteer/labor hours. For example, if the City provides funding of \$5,000, the Offeror must demonstrate either cash or matching resources as described below of at least \$2,500, with no more than \$1,250 of those resources being from volunteer/labor hours.

The match provided must have a direct relationship with the event being undertaken, and may be demonstrated in payments to direct service providers such as for equipment rental or reductions in costs; or, sponsorship payments received and donations; or, documented volunteer/labor hours as follows:

- Donated or volunteer labor is valued at the rate published by the Independent Sector (<https://independentsector.org/resource/value-of-volunteer-time/>) for Virginia in the last published calendar year. Donated or volunteer labor can account for no more than 25% of the 50% match requirement.
- Donated or discounted professional services will be valued at the full cost of the service provided. Professional services are those which an individual or group provides as part of

paid employment that are offered at a reduced rate. These services must have a direct contribution to the event in order to be counted as match.

- Reductions in cost may include discounts or donations you receive for the market price of materials and services. Price quotes for these must be obtained from at least two (2) other vendors to substantiate the value of the match.

Proposals most likely to receive approval are those which plan to utilize City funds along with other resources from their community. Therefore, you may wish to recruit volunteer labor or contact local businesses, financial institutions, and other agencies about other possible resources in support of the event.

Describe how will this event become sustainable in the future without City of Hampton funds.

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Are you or your organization currently receiving any other funding or support through the City of Hampton for your organization and/or this event?       Yes    No

If yes, please describe any current City funding and/or support:

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**5. Evaluation Plan**

How will you evaluate the success of your event?

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**6. Qualifications & References**

Offeror must present evidence they are capable of organizing and producing the proposed. Please include relevant experience as an attachment - at minimum the name of two (2) prior events, as well two (2) references below. Information on relevant experience may include event websites, timelines, task lists, budgets, flyers, photographs, etc.

**References**

Name: \_\_\_\_\_

Organization & Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Organization & Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**7. Offeror Representations, Acknowledgements, and Signature**

\_\_\_\_\_ (initial) **NO CITY INDEMNIFICATION.** The City of Hampton cannot legally agree to any clause indemnifying the Offeror from any damages arising out of the contract or hold the Offeror harmless. The submission of a proposal constitutes an agreement by the Offeror not to request such language in a resulting contract. In compliance with this solicitation and to all the conditions imposed herein, the undersigned agrees to perform any contract awarded as a result of this solicitation. The following section shall be signed by an agent authorized to bind the company. Failure to execute this portion may result in proposal rejection.

\_\_\_\_\_ (initial) **ANTI-COLLUSION CLAUSE:**  
IN THE PREPARATION AND SUBMISSION OF THIS PROPOSAL, SAID OFFEROR DID NOT EITHER DIRECTLY OR INDIRECTLY ENTER INTO ANY COMBINATION OR ARRANGEMENT WITH ANY PERSON, FIRM OR CORPORATION, OR ENTER INTO ANY CONTRACT, PARTICIPATE IN ANY COLLUSION, OR OTHERWISE TAKE ANY ACTION IN VIOLATION OF THE SHERMAN ACT (15 U.S.C. SECTION 1), SECTIONS 59.1-9.1. THROUGH 59.1-9.17 OR SECTIONS 58.1-68.6 THROUGH 59.1-68.8 OF THE CODE OF VIRGINIA.

THE UNDERSIGNED OFFEROR HEREBY CERTIFIES THAT THE CONTRACT, OR ANY CLAIMS RESULTING THEREFROM, IS NOT THE RESULT OF, OR AFFECTED BY, ANY ACT OF COLLUSION WITH, OR ANY ACT OF, ANOTHER PERSON OR PERSONS, FIRM OR CORPORATION ENGAGED IN THE SAME LINE OF BUSINESS OR COMMERCE; AND, THAT NO PERSON ACTING FOR, OR EMPLOYED BY, CITY HAS AN INTEREST IN, OR IS CONCERNED WITH, THIS PROPOSAL; AND, THAT NO PERSON OR PERSON, FIRM OR CORPORATION OTHER THAN THE UNDERSIGNED, HAVE, OR ARE INTERESTED IN, THIS PROPOSAL.

\_\_\_\_\_ (initial) **DEBARMENT STATUS:** By submitting this proposal, Offeror certifies that it is not currently debarred by the Commonwealth of Virginia from submitting bids or proposals on contracts for the type of goods and/or services covered by this solicitation, nor is it an agent of any person or entity that is currently so debarred.

\_\_\_\_\_ (initial) **MANDATORY USE OF CITY FORM AND TERMS AND CONDITIONS FOR RFPs:** By submitting a proposal, Offeror agrees that if awarded a Contract under this RFP, that Offeror, and any subcontractors Offeror uses for goods or services, will be required to utilize the City’s Contract. If Offeror submits its own agreement for use, the City reserves the right to change any terms of the Offeror’s agreement required for the City to meet its obligations under Virginia, local, and Federal law or regulations.

**By signing this proposal, Offeror certifies, acknowledges, understands, and agrees to be bound by the conditions set forth above, and as described within the RFP, including the RFP’s General Terms and Conditions.**

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_