

## **Niwot Local Improvement District Funding Application Guidelines**

### **Event Sponsors applying for funding must address the following guidelines.**

1. Sponsors should furnish a complete event budget and the actual budget for the preceding year, if any, when the application is submitted.
2. Sponsors are encouraged to direct net proceeds from the event to support of local projects or nonprofit(s) that benefit the Niwot business community.
3. In most cases, Sponsors are expected to contribute at least a percentage of the cost of the event from organizational funds, event revenues, and sponsorships.
4. The Niwot LID must be listed as a sponsor on all published promotional material, including use of “Niwot: Vintage Colorado” logo in all advertising and promotions of events, and Niwot banner displayed at events.
5. Sponsors are urged to create a Facebook event or use other social media, with link to Niwot.com.
6. Sponsors should obtain and report feedback following their event to measure attendance and business activity as compared with non-event days.