

# ROUTE 66 COMMISSION SPECIAL EVENT MATCHING GRANT PROGRAM APPLICATION AND SUPPLEMENTS

### APPLICANT INFORMATION (Please Print)

First Name:		Last Name:	
Business / Organization Name:		Street Address:	
City:	State:		Zip:
Primary Phone:	Alternative Phone:		E-Mail:

### EVENT INFORMATION (Please Print)

Venue/Location Name: Check All That Apply:			
Check All That Apply:			
Check All That Apply:			
Check All That Apply:			
Check All That Apply:			
□ My event will close off part of and/or all of a private parking lot			
☐ My event will close off part of and/or an entire street or alleyway			
My event will include pop up vendors or artisans			
My event will include alcohol sales			
My event will include food trucks and/or food tents			
My event will include live music			
Target Audience:			
Event Description (Provide a one paragraph description of the event's scope, goals and how it will elevate the awareness of Route 66.)			

### EVENT EXPENSES (Please Print)

Total Event Amount:	Total Eligible Event Expenses:	Grant Request:

CHECK TO CONFIRM YOU'VE ATTACHED YOUR EVENT EXPENSE WORKSHEET



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#### **EVENT PROMOTION & ENGAGEMENT**

Check All Promotions That You Plan on Executing for Your Event:			
Facebook	TikTok	Radio	Television Advertising
Instagram	Press Release	Traditional Advertising - Newspaper	Dosters / Flyers
Twitter	Billboard	Digital Advertising	Mail Marketing
Other		-	

Will your event benefit any other Route 66 businesses or organizations? YES: 🔲 NO: 🗌 MAYBE: 🔲

If you answered yes or maybe to the above question, please describe how many businesses will benefit and how:

Will you notify other surrounding Route 66 businesses or organizations that your event is happening? YES: 🗌 NO: 🗌 MAYBE: 🗋

If you answered yes or maybe to the above question, please describe how many businesses will benefit and how.

Although we do not require that your event benefit the community, we'd love to hear how your event impacts Tulsans. Will your event benefit the community or community partners? (For ex. Food drive that benefits the Community Food Bank of Eastern Oklahoma) YES: NO: MAYBE:

If you answered yes or maybe to the above question, please let us know which community partners you plan on benefitting through your event.

Check the box to ensure that all of your application's supplemental materials are attached.

Event Expense Worksheet and Vendor Quotes

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Site Plan (Provide a drawing of the event's layout including all usable space, dimensions, and ADA accessibility.) Event Promotion Plan



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### **EVENT EXPENSE WORKSHEET**

Use the worksheet below to prepare a line-item budget for your event. As part of your application material, we also ask that you attach quotes from event vendors. The following is for illustration purposes only. Please identify any expenses to this worksheet beyond the examples provided.

Item	Vendor	Total Price (Attach Vendor Quote)
Special Event Permit	City of Tulsa	\$
Entertainment		\$
Picnic Table Rentals		\$
Stage and Lighting		\$
Event Decorations		\$
Volunteer T-Shirts		\$
Event Marketing		\$
	Total Event Expenses	\$
	Total Eligible Event Expenses	\$
	Total Grant Request	\$



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### **EVENT PROMOTION PLAN WORKSHEET**

Use the worksheet below to prepare a promotion plan for your event. The following is for illustration purposes only.

Platform / Medium	Schedule Date (Anticipated Publication Dates)	Description
Facebook		
Instagram		
Billboard		
Radio Ads		
Newspaper Ads		

#### **REMINDERS:**

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- For Facebook events, add the Tulsa Route 66 Commission as a co-host
- Tag @TulsaRoute66Commission on your social media when posting about the event
- Use the verbiage, "Sponsored by the Tulsa Route 66 Commission" and/or include the Tulsa Route 66 Commission's logo on all event promotions and marketing collateral