

# DOWNTOWN WICHITA SPONSORSHIP POLICY

Downtown Wichita is a 501(c)(3) non-profit that amplifies the energy, capital and growth of downtown by empowering residents, visitors and businesses to explore the possibilities of our city's core.

To further its goal of Enhancing Vibrancy, Downtown Wichita provides a limited number of annual sponsorships to incentive new programming within the district.

To be eligible for Downtown Wichita sponsorship, a program must:

1. Be located within the Self-Supported Municipal Improvement District (SSMID), whose property owners provide the funding that supports Downtown Wichita's initiatives. The boundaries of the SSMID are:
  - The east bank of the Arkansas River
  - The north side of Kellogg Avenue
  - The west side of Washington Street
  - The south side of Central Avenue
2. Be free and open to the public. No admission fee, age restrictions, or other exclusionary criteria may apply.
3. Be a first-time event. Downtown Wichita strives, through its sponsorships, to provide seed funding for new programs, with the goal of providing "proof of concept" so that such programs may seek external funding in future years based on initial success.

The maximum sponsorship amount per event is \$1,000. Applications are welcome throughout the year but are first-come, first-served and will prioritize funding one event per month from January through December.

Organizations selected for a Downtown Wichita sponsorship must acknowledge the funding organization by prominently displaying the Downtown Wichita logo and text on the following collateral:

- Printed programs
- Websites and social media
- Banners and other event signage

Interested organizations must contact [info@downtownwichita.org](mailto:info@downtownwichita.org) and provide the following information:

1. Name of Organization
2. Name of Event
3. Date(s) of Event
4. Location of Event
5. Proof of permit/property owner permission to host event
6. 3-5 sentences describing the event, including the target audience
7. Why is this event being held downtown?
8. Marketing strategy, including any planned paid advertisements, collateral, digital media, etc.
9. W-9 for Organization