

Event preparation process: Please describe in detail the steps involved in actual **event preparation process** -- obtaining permits, developing brochures, maps, flyers, website management, vendor organization, t-shirts, selling tickets, obtaining sponsorships, etc. In your description, please include those other than COL MSTP staff who would be involved in event preparation.

Event implementation process: Please describe in detail the steps involved in actual **event implementation process** & number of participants you anticipate to assist with the labor needs the day of the event – set-up, operation, clean-up, takedown:

Funding

Please give a budget for expenses related to this event. Attach separate sheet if necessary. Income generators /revenue streams include such activities as ticket sales, vendor space rentals, beverage sales, sponsorships, etc. :

Description of Expenses	Amount
_____	_____
_____	_____
_____	_____
_____	_____
Total Expenses	_____

Description of Income Generators & Potential Sponsorships	Amount
_____	_____
_____	_____
_____	_____
_____	_____
Total Income	_____
Net Income (Total Income minus Total Expenses):	_____

- Have you included sponsorships as one of your income generators? YES OR NO
- Are you and your organization comfortable and set-up to secure sponsorships? YES OR NO
- Are you and your organization comfortable with your current financial status and ability to cover event expenses?
- Is your organization a non-profit 501(c)(3) organization? YES OR NO

Thank you for taking the time to share your event idea with us. This information will be shared with the COL Staff & Main Street Promotions Team. You may be asked to attend a monthly meeting to share your ideas.

We greatly appreciate your interest in bringing people to Downtown Lenoir!

