



# CELEBRATE DOWNTOWN

A program of the Merced Main Street Association

## **PURPOSE:**

The objective of the Celebrate Downtown program is to encourage community event presenters / organizers to consider the Downtown Merced district as the location for their next street fair, parade, concert series or other event. The program seeks to cover some of the costs of city / county permits and required insurance. We share and encourage the perspective that Downtown Merced is a community space - a crossroads, where the diverse threads of our community can come together and celebrate together in a distinct, charming, and historic district that belongs to all of us.

## **SPONSORS:**

This sponsorship program is funded by The Merced Main Street Association (MMSA), a 501c6 (in process) organization that seeks to improve Downtown Merced's business climate through organization, promotion, design, and economic development.

## **ELIGIBILITY REQUIREMENTS:**

All community event presenters / organizers are welcome to apply. All sponsorship decisions will be based on an organizers past successes, detail of plan, marketing plan, and event appropriateness as it relates to the Downtown Merced brand as an inclusive Arts & Entertainment community space.

## **SPONSORSHIP TERMS:**

The maximum sponsorship amount under the "Celebrate Downtown" program is \$500. The actual sponsorship amount will be based on the actual cost of permit fees required by the city or county and the cost of required insurance.

Sponsorships will be awarded prior to event, but monies will not be distributed until after the event has concluded and receipts for the aforementioned costs have been submitted and calculated to determine reimbursement amount.

We will not accept sponsorship requests for events that have already concluded.

## **REQUEST SUBMITTAL:**

Please send a cover letter with the event details and sponsorship options, as well as the organizations name, contact information and Employer Identification Number (EIN).

Requests must be for one event only.

Funding decisions will be made within six weeks of submittal. More information or an in person meeting may be required.

Event sponsorship requests must be emailed to: [mercedmainstreetassociation@gmail.com](mailto:mercedmainstreetassociation@gmail.com)

or mailed to:

**Merced Main Street Association**  
**Attn: CELEBRATE MERCED Request**  
**1640 N Street, Suite #120 B**  
**Merced, CA 95340**

## **PROGRAM CHANGES:**

This program is subject to change for reasons of improvement and revision. Please make sure you are consulting the most recent version when submitting a sponsorship request. (most recent version can be found at [mercedmainstreet.com](http://mercedmainstreet.com)) *Updated: Aug 2015*