

GENERAL PROCESS

1. Application Submission

Event organizers submit the Event Sponsorship Application Packet to Vernal City before the established deadline.

Applications must include:

- Completed application form
- Event description
- Funding request amount
- Estimated attendance and room nights
- Event budget
- Financial disclosure form
- List of other funding sources
- Previous number of event attendance

Incomplete applications may be returned to the applicant once for corrections. Incomplete applications will not proceed to review.

2. Staff Administrative Review

City staff conducts an initial review to ensure:

- Application is complete
- Financial disclosures are included
- Event aligns with City sponsorship guidelines
- Requested funding does not exceed reasonable limits

If necessary, staff may contact the applicant for clarification or additional information.

3. Administrative Team Scoring

A designated Administrative Review Team evaluates each application using the Event Sponsorship Scoring Sheet.

Each event is scored based on:

- Economic impact to Vernal
- Visitor attraction / hotel stays
- Community benefit
- Financial need
- Other funding sources
- City funding percentage
- Organization type
- Strategic value

Scores determine the priority level of the event.

4. Funding Recommendation

Based on the scoring results, the Administrative Team determines a funding recommendation:

- High Priority Events (30-40 points): Strong candidates for full or majority funding
- Medium Priority Events (20-29 points): Consider partial funding
- Low Priority Events (10-19 points): Limited or reduced funding
- Below 10 points: Generally not recommended for funding

Funding recommendations are subject to the available budget allocated for event sponsorships.

5. Administrative Approval

The Administrative Team finalizes funding decisions and approves the sponsorship amounts.

City staff then:

- Notify applicants of the decision
- Provide funding agreement requirements
- Coordinate payment procedures if approved

6. Event Reporting

After the event, funded organizations are requested to submit a post-event report including but not limited to:

- Final attendance numbers
- Hotel room nights (if available)
- Event summary and outcomes
- Financial summary of event revenues and expenses
- Explanation of how City funds were used

Failure to submit a report after the event, or prior to a future sponsorship application, may affect eligibility for future funding.

7. Annual Review

The Administrative Team may conduct an annual review of the program to evaluate:

- Economic impact of funded events
- Program effectiveness
- Potential updates to funding criteria or scoring

SPECIAL CIRCUMSTANCES – CITY COUNCIL REVIEW

While most sponsorship applications will be evaluated and approved administratively, certain requests may be forwarded to the Vernal City Council for consideration when special circumstances exist.

An application may be referred to City Council if one or more of the following apply:

- Funding request exceeds administrative authority or available budget allocation.
- The amount requested exceeds \$2,000
- City funding would exceed 20% of the event's total budget.
- The event involves significant use of City facilities, staff, or services.
- The event has major economic or tourism significance for the community.
- The request involves unique or one-time opportunities that may benefit the City.
- The event raises policy considerations or community impacts requiring Council input.
- The Administrative Review Team determines that Council direction is appropriate..

Administrative staff will provide a summary of the scoring results and recommendation when forwarding the request to Council.

Event Sponsorship Application



374 E Main St Vernal, UT 84078
P: 435-789-2255 F: 435-789-2256
www.vernal.gov

Application Date: _____ Date(s) of Event: _____

Amount Requested: \$ _____ **Applicant/Organization:** _____

Type of Organization:

- ☐ Not-for-profit **event** ☐ **Non-profit organization (501c3, ect.)** ☐ Other: _____
☐ For-profit **event/organization** ☐ Government agency / district

Contact Person / Title : _____ / _____

Organization / Company : _____

Mailing Address: _____

Email: _____ Phone: _____

Description of Event:

How will city funds be used?

Total budget for the event: \$ _____ Funds remaining after last year's event \$ _____

*Please provide a financial statement, including expense and revenue items. (see example on page 2)

Other sources of funding for this event: _____

Estimated number of participants: _____ Number of room nights anticipated: _____

Priority will be given to community events that attract visitors to Vernal. ~~The City does not generally support charity fundraisers.~~ **Vernal City does not grant event funding to charity fundraisers.** City funds cannot be used to benefit individual people. **Standard sponsorship requests are considered for funding up to \$1,000, depending on available budget and event qualifications**

I agree the information provided is true and accurate. If requested, I agree to make a presentation to the Vernal City Administrative Committee and/or Vernal City Council summarizing the event and explaining how the city's fund will be used.

Event Director / Contact Person

Date

(Accounting code - Internal use only)

Amount in City budget for this event: \$ _____ Last year's funded amount: \$ _____

EVENT SPONSORSHIP
FINANCIAL DISCLOSURE FORM FOR VERNAL CITY

Organization / Charity Name of Event: _____

Current Year's Beginning Balance: _____

Previous Year's Beginning Balance: _____

Prior Year Revenue Earned:

Prior Year Expenses:

Prior Year's Net Income: _____

(Note: Should equal Current Years Beginning Balance.

Previous Years Beginning Balance + Prior Year Revenue - Prior Year Expenses = Net Income)

Current Year Estimated Revenue:

Current Year Estimated Expenses:

Estimated Net Income: _____

(Note: Current Year's Beginning Balance + Current Year Estimated Revenue - Current Year Estimated Expenses
= Estimated Net Income.)

~~EVENT SPONSORSHIP GUIDELINES~~

~~Highest priority is given to events that:~~

~~-~~

~~Event is good for Vernal commerce~~

~~Bring visitors to downtown Vernal~~

~~Festival type events available to the public and visitors~~

~~Fill hotels and restaurants~~

~~Build community fabric~~

~~City is only 20% or less of the event funding~~

~~Others sources of funding have been sought / acquired~~

~~Exhaust other possible funding sources / sponsorships~~

~~One time start up funding~~

~~Offset other city costs by supporting the event~~

~~Funding is a need and not to fill a rainy day fund~~

~~Event looks to use tax dollars last~~

~~-~~

~~Lower priority is given to events that:~~

~~-~~

~~Organized by for-profit entities~~

~~Do not present at the City Council meetings~~

~~Do not seek other sources of funding~~

~~Charity fundraisers~~

VERNAL CITY EVENT SPONSORSHIP GUIDELINES

Vernal City values partnerships with organizations and events that strengthen the community, support local businesses, and enhance the quality of life for residents and visitors. Sponsorship requests are evaluated based on community benefit, economic impact, organizational effort, and financial need.

Higher Priority Consideration

Priority may be given to events and organizations that:

- Support Vernal City commerce and economic activity
- Bring visitors to downtown Vernal and the surrounding community
- Provide festival-style or community events open to the public
- Encourage hotel stays, restaurant use, and local shopping
- Strengthen community engagement and community identity
- Demonstrate broad community benefit
- Seek funding from multiple sources in addition to the City
- Utilize City sponsorship as a limited portion of the overall event budget
- Demonstrate that other sponsorships, grants, or funding opportunities have been pursued
- Request one-time or start-up funding assistance
- Help offset other City costs through event partnerships
- Demonstrate financial need for the success of the event
- Use tax-supported funding as a last funding source rather than a primary funding source

Lower Priority Consideration

Lower priority may be given to events or organizations that:

- Are organized by for-profit entities
- Do not participate in the sponsorship review process
- Do not seek outside sponsorships or additional funding sources
- Primarily function as fundraising events without broader public benefit

Additional Information

Submission of a sponsorship application does not guarantee funding. Sponsorship requests are reviewed based on available budget, alignment with City goals, demonstrated community impact, and overall event readiness.

Standard sponsorship requests are considered for funding up to \$1,000, depending on available budget and event qualifications.

Organizations may be asked to provide additional documentation, including event budgets, marketing plans, attendance estimates, or proof of other funding sources.

1. Economic Impact to Vernal	
Criteria	Points
Major tourism draw; significant hotel room nights; strong economic impact (fills 40-50 hotel rooms)	5
Brings some visitors; moderate room nights; moderate economic benefit (fills 11- 40 hotel rooms)	3
Mostly local participation; limited economic impact (fills 1-10 hotel rooms)	1
Minimal demonstrated economic impact	0
Score	_____
2. Visitor Attraction (0–15 Points)	
Criteria	Points
500+ attendees with a large number of out of town visitors	5
200 - 499 attendees with some out-of-town visitors	3
21-199 attendees, with primarily local attendees	1
1-20 attendees with minimal visitor draw	0
Score	_____
3. Community Benefit (0–15 Points)	
Criteria	Points
Festival-style event open to public; strengthens community identity	5
Public event with moderate community benefit	3
Limited public participation or private event	1
Minimal or unclear community benefit	0
Score	_____
4. Financial Need (0–15 Points)	
Criteria	Points
Demonstrates a financial need; provided a detailed budget and financial disclosure	5
Partial need for funds demonstrated; financial disclosure shows excess in reserve	3
City funds supplement an otherwise fully funded event	1
Funds appear nonessential	0
Score	_____
5. Other Sponsorships / Funding Sources (0–10 Points)	
Criteria	Points
Multiple funding sources secured	5
Some external funding secured	3
Minimal effort to secure outside funding	1
No other funding sources pursued	0
Score	_____

6. City Funding Share (0–10 Points)	
Criteria	Points
City contribution is ≤25% of total event budget	5
City contribution is 26–50%	3
City contribution is ≥50%	1
City funding majority of event	0
Score _____	
7. Event Type / Organizational Structure (0–5 Points)	
Criteria	Points
Nonprofit or community organization	5
Government or civic partnership	3
Mixed nonprofit/for-profit partnership	1
For-profit entity	0
Score _____	
8. Event Sustainability / Strategic Value (0–5 Points)	
Criteria	Points
One-time startup or event that offsets other city costs	5
Recurring event with clear benefit	3
Limited strategic value or plan for the future	1
No strategic value identified, difficult to sustain	0
Score _____	

Administrative Review Notes

Priority Level

<u>Score</u>	<u>Priority</u>
30-40	High Priority
20-29	Medium Priority
10-19	Low Priority
Below 10	Not Recommended

Recommendation

- ☐ Fully Fund
☐ Partially Fund
☐ Do Not Fund

Recommended Amount: \$ _____