



PARTNERSHIP

## CHARITABLE DONATION REQUEST FORM

The Downtown Roseville Partnership is an action oriented, collaborative group that champions the creation of a vibrant and authentic downtown. We are proactive in promoting, marketing and providing services that attract businesses and visitors to Downtown Roseville. If your event/cause aligns with our values, and it takes place within Downtown Roseville, please fill out the form below.

All the following information is required for The Downtown Roseville Partnership LLC. (DRP) to consider your request. This form must be received 45 days prior to the event

Organization: Downtown Roseville Merchants Date: 12-11-23  
Contact Person: Jamie HAZEN Title: Event Manager  
Mailing Address: 412 Vernon St. City: Roseville Zip: 95678  
Phone Number: 916-599-5020 Email: downtowntuesdaynight@gmail.com  
Event Name: Downtown Tuesday Nights Event Date: Every Tues. June 4 - July 30  
Event Location: Vernon Street Event Start and End Time: 5:30-9:00 pm  
How many people do you expect at your event 3,000 Per Night = 27,000  
How many years have you been doing this event 10 +

Please include the following information in your submission:

1. A description of your organization, including the mission and major accomplishments
2. A copy of the letter from the IRS stating your organizations 501 (c) 3 status, if applicable
3. A list of key staff and titles and current Board of Directors including officer status

Contact person's relationship to the organization: Employee: \_\_\_\_\_ Volunteer: \_\_\_\_\_ Paid Worker: ☒  
Fund Raiser: ☒

What services are rendered by your organization?

This event provides family fun and entertainment during the months of June to July on Tuesday evenings. The Downtown Roseville Merchants Assoc. represents the merchants in the District. Our mission is to promote businesses in downtown Roseville and collaborate with the City of Roseville, the DRP, The Roseville Chamber and our own merchant community.

How will the donation be used?

See Attached

What kind of advertising/signage and recognition will DRP receive?

See Attached

What type of contribution are you seeking?

(check one) Monetary \$ 30,000<sup>00</sup> (please be specific) \_\_\_\_\_

By what date do you need the contribution? March - Confirmation is needed by Feb 1.

Will you be providing any admission to the event for the DRP \_\_\_\_\_ If so How many \_\_\_\_\_

Internal use only: Req #: \_\_\_\_\_ Date of Review: \_\_\_\_\_ Approved: \_\_\_\_\_ Denied: \_\_\_\_\_

Conditions: \_\_\_\_\_

The donation will be used to help pay for event expenses. Each week the estimated expenses are approximately \$10,000.

Bands \$2,000  
Sound \$2,000  
Facility Rental \$1,000  
Car Show \$500  
Bathrooms \$500  
Security \$1,000  
Event staff \$2,000

Plus insurance, equipment, fees and other misc expenses.

Over the summer of 2024, there are 9 Tuesday evenings (2023 we skipped July 4 and ran 7 weeks).

As the main sponsor, DRP receives top recognition on all banners, posters and social media. In addition, DRP is publicly thanked at the main stage and board members are invited to the VIP area each week and provided with snacks and beverages (and shade).

Our event team will work diligently to seek additional sponsorship from the local business community. We also rely on income from selling vendor spaces. A noticeable trend is the majority of vendors are those with hand-made items. While this is wonderful for the diversity of items displayed and sold, the fees need to be kept at an affordable price to entice vendors/businesses to purchase the entire season. By the end of the season, our database grew to just over 110.

When talking with people in the community, our team finds that most local people know about this annual event. Based on our social media comments, we also find that people enjoy this event. We can back this up by being voted the #1 Annual Event by Style Magazine Readers in the years 2019, 2021, 2022 and 2023. Note: we even won in 2021 when we didn't have the event due to recovering from the pandemic (and 2020 didn't happen due to Covid). The community loves this free event.

Your 2024 sponsorship will include recognition for all DRM events throughout the year. This includes Family Fun Night and any other event the merchants group coordinates.

Thank you for your consideration.