



## SPONSORSHIP REQUEST APPLICATION FORM

(Effective January 2017)

(PLEASE WRITE CLEARLY OR TYPE)

The City is proud to support community and/or charity events that lead to a vibrant City. Submitting this Sponsorship Form means that you are applying to be eligible for the Charity Rate for a City Streets & Car Parks, City Parks, and/or Pier 6 Passenger Terminal rental. Each application received will be considered on its own merit. Past sponsorship does not indicate future sponsorship.

The City will consider sponsoring an event with two or more of the following criteria:

- Event is free to the public/it is a free Community Event
- Event is a major fund raiser for a Registered Charity, a Church or School
- Event will attract international interest and visitors to Bermuda and Hamilton

Sponsorship applications must be received **no later than six (6) weeks before the event**, to allow enough time for City logo to be printed on promotional materials etc.

Applications received less than 6 weeks before the event will not be considered.

Applications received by Friday of each week will receive a response by the following Tuesday.

We thank you for your community involvement and for choosing City of Hamilton for your event.

**Organizers must submit all associated completed application forms and deposits prior to or along with this form to be considered for sponsorship.**

No CASH sponsorship request will be considered

**Only 'In Kind' Sponsorship will be considered (i.e. approval for the charity rate rental fee and/or 50% of equipment rentals). The City does not sponsor any staffing charges incurred from the rental of City property.**

**All relevant marketing plans as well as budget briefs must accompany this application for sponsorship consideration.**

### CONTACT INFORMATION:

Organization (if applicable): \_\_\_\_\_

Name of Applicant: \_\_\_\_\_

Address: \_\_\_\_\_

Mailing address (if different): \_\_\_\_\_

Tel No. Home: \_\_\_\_\_ Work: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_



**Hamilton**  
Bermuda at its *best*

**FUNCTION INFORMATION:**

Date(s) of Function: \_\_\_\_\_ Time of Function: \_\_\_\_\_

Associated Charity/Church/School Name: \_\_\_\_\_

Associated Charity Registration Number (if applicable): \_\_\_\_\_

- Is this event giving 100% of the proceeds to charity? YES / NO  
If no, who do the proceeds benefit? \_\_\_\_\_
- Is this event free to the public: YES / NO  
If there is a charge, please provide details: \_\_\_\_\_
- Is this an International Event; i.e. include tourists or international guests: YES / NO

Please provide details of brand exposure the City of Hamilton logo will have for sponsoring this event. Items with \* are a minimum requirement of sponsorship.

- Promotional items (t-shirt/giveaways etc.) Specify: \_\_\_\_\_
- \* Client Social media
- Printed fliers, handouts, posters, banners Specify: \_\_\_\_\_
- Newspaper advertisements
- Webpage and online advertising Specify media/website(s): \_\_\_\_\_
- \* City of Hamilton feather banners (outdoor) or popup banners (indoor) at the event.
- \* Email photos from the event to [events@cityhall.bm](mailto:events@cityhall.bm) to be posted to social media, within 3 days of event.

Please provide any information that we should know about your function to justify your sponsorship request.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Signature

**Please mail, or deliver, Sponsorship Form and Venue Application Form to:**

Project & Rentals Coordinator  
Corporation of Hamilton  
P. O. Box HM 1175  
Hamilton HMBX

or City Hall  
Ground Floor  
17 Church Street  
Hamilton HM 11

Tel: 292-1234  
Fax: 292-6918  
email: [events@cityhall.bm](mailto:events@cityhall.bm)

**Office Use Only**

Account No. \_\_\_\_\_ Method of Payment \_\_\_\_\_

Approved / Denied (reason) \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_