



2022 ACE APPLICATION

Tier 2 - Up & Coming Event Application

Tier 2: \$100 – \$4,999

Tier 2 funding are for Up & Coming Events, which are brand new events or smaller community-based events that are seeking financial assistance to help cover the cost of basic operation, including permitting and other city fees. Virtual events are eligible for Tier 2 funding.

All in-person events MUST take place in Salt Lake City. If your event is located outside the city limits, you're not eligible for ACE Funding.

Character limit: 2000 for each question

Hosting Organization Name:

Contact Name:

Street Address:

Phone Number:

Email Address:

Event Name:

Event Date(s):

Event Time:

Event Location:

Event Location Address:

Event Website:

Short Answer Questions

1. Please provide the amount of funding you're requesting: \$
2. How many years has your event been taking place?
3. Please tell us about your event –provide details on programming or activities offered:
4. Will your event be in-person or online?
 - a. Online event
 - b. In-person
 - c. Hybrid: online and in-person
5. Please tell us how your event will engage Salt Lake City residents, especially if you're planning on hosting a virtual event:
6. Have you received ACE funding in the past?
 - a. Yes

- b. No**
- 7. Please describe the primary audience of the event and which age group or demographic will mostly likely attend:**
- 8. What are the top three goals of your event:**
- 1)
 - 2)
 - 3)
- 9. Please describe how the ACE funding will be used:**
- 10. Will you be charging an admission fee for your event? If so, what is the cost of admission?**
- a. Yes – provide amount:
 - b. No
- 11. Please tell us about any community partners that will be involved with your event:**
- 12. How many people do you anticipate will attend your event? If this event has taken place in the past, please provide attendance of the last event, and talk about any growth or reduction due to COVID 19:**
- 13. Please describe how you will promote and market your event to Salt Lake City residents:**
- 14. Will your event have vendors giving away or selling items? Please specify. If yes, how many vendors will be participating?**
- 15. How does your event fulfill a need in the community or bolster community engagement with unique or underserved communities?**
- 16. How will you measure community impact and the effectiveness of your event?**
- 17. What are other potential and actual sources of support for this proposal?**
- 18. Please provide a sustainability plan by describing your event's strategy to reduce waste and lessen the environmental impact on the planet. An example might be to limit the use of disposable plastic water bottles at the event.**
- 19. Please provide the steps you would take to make your event safe and minimize the spread of COVID-19?**