



## 2023 ACE APPLICATION

### Tier 2 - Up & Coming Event Application

Tier 2: \$500 – \$4,999

Tier 2 funding is for “up and coming events,” which are brand new events or smaller community-based events, seeking financial assistance to help cover the cost of basic operation, such as permitting and other city fees.

**All 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: 2,000 for each question*

**Hosting Organization Name:**

**Contact Name:**

*(Please designate one person from your organization to be responsible for the ACE Funding process – only one account can be created for an application, linked to an individual email address. We will not be able to add others to access your account)*

**Email Address:**

**Street Address:**

**Phone Number:**

**Event Name:**

**Event Date(s):**

**Event Time:**

**Event Location:**

**Event Location Address:**

**Event Website:**

**Event / Organization Social Media (Facebook, Instagram, Twitter):**

**Will your event take place within Salt Lake City limits?**

### Short Answer Questions

1. Please tell us about your event –provide details on programming or activities offered:
2. How many years has your event been taking place?

3. Will your event be in-person or online? (Online, in-person, or hybrid)
4. Please tell us how your event will engage Salt Lake City residents, especially if you're planning on hosting a virtual event:
5. Have you received ACE funding in the past?
6. Please describe the primary audience of the event and which age group or demographic will most likely attend:
7. What are the top three goals of your event?
8. Please provide the amount of funding you're requesting: \$
9. How much is your budget in total? What percentage of funding would ACE be?
10. Please describe how the ACE funding will be used: (what do you expect your major expenses to be?)
11. Will you be charging an admission fee for your event? If so, what is the cost of admission?
12. Please tell us about any community partners that will be involved with your event:
13. 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:
14. Please describe how you will promote and market your event to Salt Lake City residents:
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. Will your event have vendors giving away or selling items? Please specify. If yes, how many vendors will be participating?
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. In what ways will your event be accessible and inclusive to the community? (Learn more about accessible public events here: <https://www.slc.gov/equity/accessible-public-events/> )
20. What are other potential and actual sources of support for this proposal?