



## Cheyenne Downtown Development Authority

(307) 433-9730 • 2101 O'Neil Ave., Room 202, Cheyenne, WY 82001 • [downtowncheyenne.com](http://downtowncheyenne.com)

# EVENT SPONSORSHIP PARAMETERS

## Purpose

The DDA Event Sponsorship Program supports events that activate downtown, strengthen community connections, and enhance the Downtown District's vibrancy and economic vitality.

## Eligible Events

To qualify for sponsorship, events must:

- Be free and open to the public
- Take place within the Downtown District boundaries
- Demonstrate a clear public benefit to the downtown community

## Evaluation Criteria

Applications will be evaluated on the following:

- **Downtown Impact:** Demonstrated benefit to the Downtown District, including activation of public space, support for economic activity, or contribution to a vibrant downtown experience
- **Safety & Accessibility:** Public safety and accessibility are key considerations when planning the event
- **Feasibility & Readiness:** Evidence of readiness to execute (permits, approvals, timeline)
- **Funding Leverage:** Other sources of funding and community support

## Application Process

1. **Pre-Application Meeting (Required):** Meet with DDA staff to confirm eligibility and discuss the event scope, sponsorship request, and applicable requirements.
2. **Application Submission:** Complete and submit the sponsorship application form. Applicants should be prepared to provide the following:
  - Required permits or approvals
  - Insurance requirements
  - Anticipated City services needed (e.g., police support, sanitation, street closures)
  - Event budget breakdown
  - Marketing & Visibility Plan outlining proposed sponsor recognition and promotional opportunities for the Cheyenne DDA
3. **Staff Review:** DDA staff will review the application for completeness, eligibility, and alignment with program requirements.
4. **Board Approval:** Qualified applications will be presented to the DDA Board for consideration. Applicants may be asked to present on behalf of their event.



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5. **Sponsorship Agreement & Funding:** If approved, the event organizer will sign a sponsorship agreement outlining expectations and deliverables. Sponsorship funds will be issued upon execution of the agreement.
6. **Post-Event Report:** All sponsored events must submit a post-event report within 30 days of the event to evaluate public benefit, sponsorship impact, and overall effectiveness. Reports should include:
  - Attendance documentation (estimates or headcounts)
  - Event photos
  - Marketing and promotional materials featuring DDA recognition
  - Press coverage and/or social media performance metrics

### Marketing & Visibility Plan

Applicants must describe how the Cheyenne Downtown Development Authority (DDA) will be recognized and promoted as part of the event's marketing and communications efforts.

This should include a clear overview of planned visibility opportunities for the DDA, which may include, but are not limited to:

- Logo placement on event materials (print and digital)
- Inclusion on event website and promotional pages
- Social media recognition or tagged mentions
- Inclusion in press releases or media outreach (if applicable)
- On-site signage or event-day recognition
- Verbal acknowledgment during the event
- Any additional promotional opportunities or collaborations

Applicants are encouraged to be specific about **where, how often, and in what format** recognition will occur.

**Proposed visibility opportunities will be considered during the sponsorship review process.**

### General Conditions

- DDA reserves the right to decline any application or to request modifications
- All events must comply with permitting requirements
- Applications are due on the second Wednesday of each month. Considerations will be made for events with a tight timeline, if they meet the evaluation criteria.
- Sponsorship approval is subject to the availability of funds

For additional information, email: [communications@downtowncheyenne.com](mailto:communications@downtowncheyenne.com)