

Downtown Business Assistance for Special Events (BASE)

by Rawlins Downtown Development Authority

Application and Agreement

Hosting an event in your downtown business? Let us help you! Please review this application to learn more about the assistance we can provide for free! Please note this form should be provided four (4) weeks in advance to maximize marketing results.

If more than one business teams up to create a downtown event, we can help even more! Want to invite other downtown businesses to collaborate with you? You can reach out on your own and, if you choose a date/time/place to host a discussion, we can send the information to all downtown businesses!

For any downtown event using the BASE program, DDA will provide the following support:

- Event on Downtown Development Authority (DDA) website
- Add us as a co-host to your Facebook event to be automatically included on the county-wide event calendar hosted by Discover Carbon County
- Print 10 copies of an 8.5x11 poster for you to distribute, plus we put two in the downtown kiosks

	1 Business - \$100 value	2-5 Businesses \$175 value	6+ Businesses \$350 value
Provide Staff Support - see <i>below for options</i>	Up to 2 hours	Up to 3 hours	Up to 5 hours
Downtown Dollars as a <i>giveaway at your event</i>	\$25	\$50	\$100
Share your Facebook post <i>onto our page with almost 4000 followers*</i>	2 shares	4 shares	6 shares
Boost the Facebook <i>event/post from our page</i>	\$0	\$50	\$100
Discover Carbon County <i>Marketing to visitors</i>	On their webpage via Facebook event	On their webpage via Facebook event	On their webpage; 1 year in advance potential grant funding

**We share items from Downtown Businesses regularly, even if the BASE program is not used*

Potential Items for Staff Support – based on time allocated above

- ☐ Poster Design including 1 correction prior to approval – valued at 1 hour
- ☐ Design logo with idea discussion and 1 correction prior to approval – valued at 1 hour
- ☐ Event listed in City Utility bill if received by the 10th of the prior month – valued at half hour
- ☐ Facebook event created by DDA – valued at half hour
- ☐ Road closure event request completed by DDA, submitted by business owner – valued at half hour
- ☐ Check-out/Drop-off of DDA items, such as tents, tables, fire pits, games, etc – valued at half hour
- ☐ DDA staff time prior to event – this can include guidance on finding and managing vendors, advice on event logistics, training on marketing, or whatever else you need! - minimum of 30 minutes
- ☐ DDA staff help during the event - minimum of 1 hour

Notes to DDA regarding Support Requests: _____

*** All support subject to staff and funding availability***

Application & Agreement

Downtown Businesses – please fill out the form below and make the applicable selections on the first page, then turn into DDA at 116 4th Street or by email to downtown@rawlinswy.gov. Our regular hours are Monday-Thursday 9am to 3pm and Friday 9am to noon.

Event Name, Location, & Description: _____

Date(s) & Time(s): _____

Primary Business Contact & Phone Number: _____

OTHER Participating Businesses Contacts & Phone Numbers: _____

How would you like your Downtown Dollars Divided? _____

Please select DDA Staff Support Options on reverse.

Business(es) Requirements:

- Include “Support provided by Rawlins Downtown Development Authority” on all marketing
 - **We will provide two logo options if you design your own graphics**
- Invite Downtown Rawlins - Downtown Development Authority-DDA to co-host Facebook event
- Provide design items
 - **If we are designing the poster – provide all business logos to DDA 4 weeks in advance**
 - **If you are designing the poster – provide the poster to DDA 3 weeks in advance**
 - **These timelines allow us to maximize marketing for a successful event!**
- Name and participating businesses must be received by the 10th of the prior month to be listed in the City Utility bill
- Plan and host a fun event!
- Fill out “After Event Form” for DDA records

By signing below, we agree to perform the tasks as agreed upon as both the Downtown Development Authority and all Participating Businesses. If anything should change, we all agree to notify each other as soon as possible.

Business Signature & Date: _____

Business Signature & Date: _____

Business Signature & Date: _____

Business Signature & Date: _____

DDA Signature & Date: _____