



Mendocino County Lodging Association Sponsorship Program Sponsorship Application*

The Mendocino County Lodging Association promotes Mendocino County by raising awareness and strengthening local economies. The MCLA sponsorship program is one of the primary ways that we work with local organizations in helping to build the Mendocino brand and to provide quality visitor services, programs, events and experiences for our visitor.

MCLA's Mission is as follows:

The purpose of the Mendocino County Lodging Association (MCLA) is to provide a forum to define and promote the general interests of its members and the Lodging industry in Mendocino County.

MCLA's mission is three-fold:

1. Provide and support programs and services that improve member businesses and advance the Lodging industry in the County.
2. Advocate MCLA member views to other organizations, such as the County Board of Supervisors, city councils, and local Chambers.
3. Communicate with its members about MCLA activities and issues that affect member businesses.

SUBMISSION DATE: Sponsorship requests will be considered quarterly (normally scheduled the first Wednesday of March, June, September and December). Application materials must be submitted at least 30 days prior to scheduled meeting. Materials received less than 30 days before the board meeting will not be considered until the next review window. A live five to ten minutes (5 – 10 minute) presentation to the board is expected. An application does not guarantee a chance to present before the board.

In most cases, barring the need for more information or lack of quorum, the requesting organization will be notified of the results within 5 working days of the presentation. All parties receiving sponsorship funds must submit an invoice with Board approved terms and conditions.

Sponsorship funding is intended for future projects and/or events or to support on-going promotional efforts of organizations. Funding requests for past events will not be considered.

Any application that requires revision before being heard by the board will be returned to the applying party with a list of revisions. The deadline for receiving revisions is ten days prior to scheduled presentation. If revisions are met, applicant will be heard at the MCLA Board Meeting. If revisions are not met, application may be resubmitted as a new application in the following quarter.

Please note the MCLA is under no obligation to grant any or all of the funds requested.

*This is an application to request sponsorship funding. MCLA's sponsorship policy can be viewed at:
<http://www.mcla.info/new/fundspolicy.htm>



SPONSORSHIP SUBMISSION DATE: _____

NAME OF APPLICANT ORGANIZATION: _____

NAME OF COLLABORATING ORGANIZATION (IF APPLICABLE): _____

NAME OF PROJECT OR PROGRAM: _____

CONTACT NAME: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

NUMBER OF YEARS THE ORGANIZATION HAS BEEN IN EXISTENCE: _____

CHARITABLE STATUS: 501(c)(3) YES NO IF NO, PLEASE DESCRIBE: _____

AUTHORIZED SIGNATURE: _____

AMOUNT REQUESTED (Circle one): \$1,000.00 for local event/program or \$5,000.00 for county wide event/program

WHICH AREA(S) OF THE COUNTY WILL THE PROJECT BENEFIT _____

MAY WE SHARE THIS APPLICATION WITH OTHER FUNDING SOURCES? YES NO

LIST OF OTHER ORGANIZATIONS TO WHICH YOU HAVE APPLIED FOR FUNDING:

Please attach these items to this Application Cover Sheet:

- ▶ Grant proposal narrative (not to exceed **2 pages**)
- ▶ Grant project timeline
- ▶ Grant request line-item budget



MCLA Sponsorship Program

Project Title: _____

Applicant: _____

Please answer the following questions, attaching an additional sheet if necessary (not to exceed 2 pages).

1. Describe the proposed project and how Mendocino County visitors will benefit from it. Please provide a brief history of the project, if applicable.
2. Describe who will be responsible for overseeing the project, other organizations or individuals you will be collaborating with and who may benefit financially from the project.
3. Please describe how you plan on using the Mendocino Brand including the “M” logo, the goMendo website and any other brand messaging.
4. Describe how you plan to use MCLA sponsorship funds, including if the funds will be used to attract additional donations and what other support (both monetary and in-kind) the project will receive.
5. Please describe future intentions with the project.

Reporting must include:

6. How the event benefits the county
7. How you plan to spend the money
8. What is the goal of the event
9. You are required to report to MCLA, in writing, an accounting of your event after it has occurred
 - a. Timeline of your event
 - b. Budget for your event



MCLA Sponsorship Program

Project Title: _____

Applicant: _____

Please provide a report of the project for the project as outlined above. Please include reporting to MCLA..