

**MASON DOWNTOWN DEVELOPMENT AUTHORITY (MDDA)
COMMUNITY EVENTS SPONSORSHIP PROGRAM**

ADOPTED: February 5, 2020

I. Purpose

The purpose of the Mason Downtown Development Authority (MDDA) Community Event Sponsorship Program is to encourage events that promote businesses in the MDDA.

II. Eligibility

To be eligible for funding, an event must be:

- Open to the public,
- Take place primarily within the MDDA District,
- Must allow the participation of businesses within MDDA District,
- Promote the attributes of Downtown Mason, and
- Preference will be given to events which attract attendees to utilize local downtown businesses.

Applicants which receive DDA funding must comply with all of the following:

- Event organizers must work with City of Mason staff on road closures, use of public space and services, and other issues. All necessary insurance and security must be provided by the event.
- Event must agree to use MDDA logo on all materials and to link to the MDDA website (if applicable).
- Event organizer must complete an Application Form and provide contact information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers, unless benefiting the MDDA District as approved by MDDA Board.
- Organizations which receive MDDA event funding must submit a written final report on the event and how MDDA funds were used prior to consideration of a new application. Funded organizations are asked to appear and submit their report at a MDDA meeting following the event.