IMPORTANT INFORMATION BEFORE BEGINNING THE APPLICATION:
There are many important details associated with managing a successful event. The following information has been included to help you navigate things that your event team must know. Please read the information thoroughly and share it with your team before submitting your TAP FY21 application. As the applicant, you are required to read and acknowledge the following statements by initialing each one.
* Required Field

SUBMITTAL DEADLINE
The deadline to submit TAP applications is Tuesday, January 8, 2020, at 5:00 PM Pacific Time. No exceptions will be made. Incomplete applications will not be considered. The Port of San Diego is not responsible for applications that are incomplete or were not received due to technical issues.

One application is required per FY21 event for which you are requesting sponsorship. If your event is connected to another event in any way, please note those details in the event description
* initial below

EVENT LOCATIONS
Events qualifying for TAP support must take place on the Port tidelands located in Chula Vista, Coronado, Imperial Beach, National City, or San Diego. The Port of San Diego’s jurisdiction includes 22 public parks, Broadway Pier & Pavilion, B Street Pier & Cruise Ship Terminal, National City Aquatic Center, and public open space along San Diego Bay and the Imperial Beach oceanfront.
* initial below

TAP AWARDS – Funding and/or Service Fee-Waivers
• Average amount of funding support for community events: $500 to $7,500.
• Service Fee-waiver value: calculated per event and based on the verification of event requirements.
• Events charging admission fees may not qualify for fee waivers.
• Applicants receiving funding support must register as a Port vendor.
• Port stage was decommissioned in early 2020 and associated fee-waivers are no longer available.

For events with paid admission, the Port reserves the right to offer a partial waiver and/or accept a percentage of ticket revenues in lieu of a full waiver and sponsorship.

If an event is selected for TAP sponsorship, an event agreement will be negotiated directly with the event organizers. TAP sponsorship evaluation, calculations, and decisions are based on the information that is provided in the TAP application. Revisions to the application, once submitted, may not be accommodated.
* initial below

REQUIRED ATTACHMENTS
Tip: Gather these documents in either pdf, jpg or png format and be prepared to upload where indicated in TAP FY21 on-line application.

• All applicants must submit a signed W-9 form and provide a Tax ID (EIN) number.
• Not-for-profit organizations, including 501(c)(3) or 501(c)(6), must submit a current IRS Status Letter with their application.
• Event organizers applying on behalf of a non-profit organization must upload an authorization letter from the non-profit being named. Sample Letter
• An event budget is required for each application. Sample Budget
• Moving events must submit a course map.
* initial below
VENUE RESERVATIONS
Organizations that want to have their event in a Port facility must request a venue reservation as early as possible to hold their date. Approval of facility use is subject to availability. Approval of sponsorship does not guarantee the requested facility or dates. Port facilities are popular and there is no guarantee of availability. In some cases, up to 18 months prior notice may be required.

Venue Reservation Form Link: https://www.portofsandiego.org/see-and-do/parks/request-parks-availability-form

VENUE PERMIT FORMS
Organizations are required to submit a completed park or facility permit application for their event at least 90 days in advance, even if the Port approves permit fee waivers as a part of the TAP funding. The balance due from any partial fee waivers must be paid no later than 90 days prior to the event.
Port staff will work with an organization directly to determine location and other arrangements. The event organization shall be required to provide a damage deposit, completed permit form, all necessary inspection permits, and certificate of liability insurance before any use of a Port asset.
initial below*

Permit form link: https://www.portofsandiego.org/see-and-do/parks/park-permit-information
About Port Parks: https://www.portofsandiego.org/see-and-do/parks
About Broadway Pier/Port Pavilion: https://www.portofsandiego.org/where-to-go/embarcadero/port-pavilion

TAP AGREEMENT REQUIREMENTS
If an event is selected to receive TAP funding and/or services from the Port, the responsible party is required to sign a binding agreement with the Port. This binding agreement will document the event name, date, and scope of services that the event shall agree to provide in return for the funding and/or services that the Port provides to the event. Applicants receiving a partial fee waiver are required to pay balance due, via check, a minimum of 30 days before event.

Sample TAP Agreement
initial below*

LIABILITY INSURANCE REQUIREMENTS
Organizations that are selected for TAP funding and/or services shall be required to obtain and provide proof of a Commercial General Liability Policy covering any bodily injury, property damage, personal injury, or advertising injury associated with their event. Minimum value is $2,000,000.

Selected organizations may also be required to provide proof of alcohol liability, automobile and/or workers compensation insurance. Organizations with no company automobiles and/or employees are required to submit a written statement to that effect prior to drafting of the TAP agreement.

This insurance policy, for which specific requirements will be found in their agreement, shall include an endorsement naming the "San Diego Unified Port District" as an additional insured. The insurance must be carried during the entire term of the agreement.

Sample Insurance Endorsements
initial below*
EVENT PROMOTION/PORT BRANDING

All TAP event organizers are required to utilize the Port’s official logo to acknowledge the TAP sponsorship on event websites, social media posts, printed materials, and other promotional items, per the agreement terms. Logos and branding guideline link.

POST EVENT REQUIREMENTS

All TAP event organizers are required to submit a completed Event Wrap-Up Form to assess the fulfillment of the event organization’s obligations that are listed in the Scope of Services included with each sponsorship agreement.

TAP funding will be paid to the recipients only after the submission of the event organization’s completed invoice(s) and an Event Wrap-Up Form.

I acknowledge that submission of a TAP application does not guarantee support, and that all TAP awards must be approved by the Board of Port Commissioners. As the responsible party representing our event, I have read and I understood the foregoing information. As a potential TAP sponsorship recipient, I agree to meet all the requirements that have been outlined. I am the responsible party representing our event.

Responses Selected:
Yes, I Agree

Name first and last*
Title*
Organization Legal Name
Organization Name shown on W-9 Form. Sample Company
Event Name*
Email Address*
Submittal Date*
Sample Application Form  (Pages 3-9)

Organization/Company*
Event Name*
Name Legal Representative First Last*
Individual who will sign any official documents or agreements.
Title*
Email Address*
Email of individual who will sign any official documents or event agreements.
Address 1*
Address 2
City/Town*
State*
ZIP*
Telephone Number*

Is the Authorized Representative's Name different from the Legal Representative entered above?*
The authorized representative may sign the TAP agreement and/or permits on behalf of the applicant organization. The organization's legal representative will be required to submit a signed letter naming the authorized representative and acknowledging their authority.

Is the Primary Contact different than the individual named above?*
The primary contact is the individual who can address specific questions regarding the TAP application.

Is the event’s on-site organizer different than the primary contact above?*
This is the individual who will be on-site during the event and available to answer any questions regarding permitting and/or the event logistics and related matters.

Is applicant organization a non-profit, government/public agency, or for-profit organization?*
This application is being submitted on behalf of another organization by a contracted event organizer or planning firm.*

Does the applicant organization have any company-owned vehicles?*

Does the applicant organization hire vehicles for use during event?*

Does the applicant organization have full-time or part-time paid employees on staff?*

Does the applicant organization carry general liability insurance?*

21+ Event Only – will alcohol be served or sold?
Each year, the Port of San Diego receives applications for a wide variety of events. The event information applicants provide helps Port staff and the Tidelands Activation Program Advisory Committee (TAPAC) members determine which events to recommend to the Board of Port Commissioners for approval.

What is the official name of your event?*

Please identify the type of event that you are planning.*

*Tip: Select one that best applies.*

Community Event/Celebration/Commemoration
Concert/Performance/Cinema
Educational
Environmental
Fair/Festival/Exhibition
Fireworks Display
Fishing
Fitness and Wellness
Food and Beverage
Fundraiser/Benefit
Military
Parade
Sports and Athletics

How many years has your event been held?*

Indicate the amount of TAP sponsorship funding you are requesting for FY21.*

*Tip: Events must take place from July 1, 2020 to June 30, 2021. Do not include any potential Port-provided services in your total. Decimals, percentages, commas, and non-numeric characters will not be accepted. If you are not requesting sponsorship funding. (Please enter 0)

Identify any Port service-fee waivers for which you are applying:*

- Park and/or facility permitting fees
- Parking spaces during event setup
- Parking spaces during event breakdown
- Parking spaces during event
- Wharfage or dockage fees
- Relocation of Broadway Pier furnishings
- None
- Other (Please describe)

Primary location of your event.*

- Chula Vista
- Coronado
- Imperial Beach
- National City
- San Diego
- Broadway Pier/Pavilion
- B Street Pier/Cruise Terminal
- Aquatic Center in National City
EVENT DESCRIPTION*

Provide a concise description of your event. For the purposes of this application, please assume that the reviewers are not familiar with your event. This response will be provided, as submitted, to the Tidelands Activation Program Advisory Committee and Port’s Commissioners. Responses are limited to 1,800 characters, including spaces.

*Tip: Compose your response in a word processing program; then edit, spell-check, and run a character and space count. Then cut and paste your response in the field below. Special formatting, indents, bold, italic, and bullet points etc. will not transfer to reviewer documents.

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EVENT’S ALIGNMENT WITH PROGRAM GOALS*

Explain why your event should receive a TAP sponsorship by addressing the program goals shown below. Responses are limited to 4,000 characters, including spaces.

*Tip: Compose your response in a word processing program; then edit, spell-check, and run a character and space count. Then cut and paste your response in the field below. Special formatting, indents, bold, italic, and bullet points etc. will not transfer to reviewer documents.

- Explain how your event attracts diverse visitors and demographics to Port tidelands.
- Describe why your event is a desirable attraction that is rare or unique, culturally enriching, or otherwise compelling.
- How does this event positively impact Port tenant businesses and the surrounding community?
- Explain how your organization intends to make the event become financially self-sustaining over time.
- How will you measure attendance figures?
- How will you measure promotional results?
- How will you measure financial results?

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Provide your event’s website or event page address.*

Provide your event’s social media information handles and links:
Facebook:
Twitter:
Instagram:

Is your event a moving event?*

*Tip: A moving event starts at one location and moves beyond that location, such as a parade, run, walk, swim, or bike.

Are you flexible regarding the date(s) of your event?*

Please provide the preferred timeline for your event.

*Tip: Your event’s official beginning date must fall between July 1, 2020 and June 30, 2021. Events scheduled outside of this timeframe will be disqualified from consideration for TAP FY21.

When is your event planned to officially begin?*

Date
Time AM PM

When is your event planned to officially end?*

Date
Time AM PM

When will you begin setting up your event on-site?*

Date
Time AM PM

Following your event, when will you have the site restored to its original state?*

Date
Time AM PM
Please provide the hours of operation for each day of your event. format example for times: 8:00 AM - 5:00 PM
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

Are you flexible regarding the location(s) of your event?*
Yes // No // Maybe

Please select the proposed specific location(s) for your event*
Final venue assignment subject to availability and staff review.
Tip: Visit the Port of San Diego’s website for more information on Port venues. https://www.portofsandiego.org/see-and-do/parks
*These sites may be selected for TAP events; however, the Port is not the permit-issuing agency for the location.

Chula Vista: Bayside Park North
Chula Vista: Bayside Park South
Chula Vista: Bayfront Park
Chula Vista: Marina View Park
Coronado: Ferry Landing Park
Coronado: Tidelands Park
Imperial Beach: Dunes Park*
Imperial Beach: Portwood Pier Plaza*
Imperial Beach: Imperial Beach Pier*
National City: Pepper Park
National City: Aquatic Center
San Diego: B Street Pier & Cruise Terminal
San Diego: Bayfront Park*
San Diego: Broadway Landing
San Diego: Broadway Pier
San Diego: Cesar Chavez Park
San Diego: Embarcadero Marina Park North
San Diego: Embarcadero Marina Park South
San Diego: Fifth Avenue Landing Park*
San Diego: Fish Harbor Pier
San Diego: Harbor Island Park
San Diego: Lane Field Park*
San Diego: North Embarcadero / Harbor Drive
San Diego: Point Loma Marina Park*
San Diego: Port Pavilion on Broadway Pier
San Diego: Ruocco Park
San Diego: Shelter Island Shoreline Park Central
San Diego: Shelter Island Shoreline Park North
San Diego: Shelter Island Shoreline Park South
San Diego: Spanish Landing Park East
San Diego: Spanish Landing Park West
San Diego: Tuna Harbor Park
Water: Pacific Ocean
Water: San Diego Bay
Are you Requesting a parking fee waiver?
Yes No

FY21 Event Revenue Summary

Download budget template available on Port website.
Save and complete fillable pdf template - name file with organization and event name.
Note: Applicants will be required to upload the budget file prior to final submission of application.

List anticipated revenue/funding sources and amounts.
*Tip: These fields calculate - Round up or down to nearest dollar and do not include punctuation. Example: 1005 not 1,005.48

<table>
<thead>
<tr>
<th>Revenue Sources</th>
<th>Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket/Entry Sales*</td>
<td></td>
</tr>
<tr>
<td>Vendor/Exhibitor Fees*</td>
<td></td>
</tr>
<tr>
<td>Food/Drinks/Concessions*</td>
<td></td>
</tr>
<tr>
<td>Parking*</td>
<td></td>
</tr>
<tr>
<td>Ride/Attraction Sales*</td>
<td></td>
</tr>
<tr>
<td>Merchandise*</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Revenue Sub-total: $ 0

List anticipated grant funding/cash donation sources and amounts.
*Tip: These fields calculate - Round up or down to nearest dollar and do not include punctuation. Example: 1005 not 1,005.48

<table>
<thead>
<tr>
<th>Sponsorships/Grant Funding</th>
<th>Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Port TAP Sponsorship Request*</td>
<td></td>
</tr>
<tr>
<td>City/County/State Sponsorships*</td>
<td></td>
</tr>
<tr>
<td>Other Sponsorships</td>
<td></td>
</tr>
</tbody>
</table>

Grant Sub-total: $ 0

TOTAL PROJECTED REVENUE: $ 0

Expenses
List anticipated expenses in general categories shown below.
*Tip: These fields calculate - Round up or down to nearest dollar and do not include punctuation. Example: 1005 not 1,005.48

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Administrative Costs – Staff Salaries/Fees/Office Overhead*</td>
<td></td>
</tr>
<tr>
<td>Event Production Management Fees*</td>
<td></td>
</tr>
<tr>
<td>Contractors/Suppliers – ex: pyrotechnic companies/musicians*</td>
<td></td>
</tr>
<tr>
<td>Transportation*</td>
<td></td>
</tr>
<tr>
<td>Logistics*</td>
<td></td>
</tr>
<tr>
<td>Staffing*</td>
<td></td>
</tr>
<tr>
<td>Equipment Rentals*</td>
<td></td>
</tr>
<tr>
<td>Concessions*</td>
<td></td>
</tr>
<tr>
<td>Talent/Entertainment*</td>
<td></td>
</tr>
<tr>
<td>Sales Commissions*</td>
<td></td>
</tr>
<tr>
<td>Event Support Services*</td>
<td></td>
</tr>
<tr>
<td>Medical/Security/Public Safety/Trash/Recycling*</td>
<td></td>
</tr>
<tr>
<td>Traffic Control/Other*</td>
<td></td>
</tr>
<tr>
<td>Parking*</td>
<td></td>
</tr>
<tr>
<td>Advertising/Promotion/Graphic Design/Printing/Supplies*</td>
<td></td>
</tr>
<tr>
<td>Insurance*</td>
<td></td>
</tr>
<tr>
<td>Ticketing*</td>
<td></td>
</tr>
<tr>
<td>Other Expenses</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL EXPENSES: $ 0
Is your event free to attendees or participants?*

**List the attendee and exhibitor fees associated with the event.**

*Tip: Compose your response in a word processing program; then edit, spell-check, and run a character and space count. Then cut and paste your response in the field below. Special formatting, indents, bold, italic, and bullet points etc. will not transfer to reviewer documents. 300 maximum characters.*

<table>
<thead>
<tr>
<th>Ticket/Registration Fees*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor/Booth Fees*</td>
</tr>
<tr>
<td>Parking Fees*</td>
</tr>
</tbody>
</table>

**PROMOTIONAL PLAN**

Events selected for sponsorship will be given access to the Port of San Diego logo and brand standards and guidelines, promotion and sponsorship recognition information, and event report forms.

**Select the promotional tools that will be used in event promotion. (Select all applicable)***

- Broadcast Television/Radio
- Digital or Print Ads/Promotions
- Social Media
- Port Inclusion in Press Release
- Media Interviews

**Please indicate which sponsorship benefits will be made available to the Port. (Select all applicable)***

- Admission Tickets/Registration Vouchers
- Reserved Seating
- Reserved Parking
- Port Spokesperson Participation
- Port Banners/Signage Placement
- Printed Program with Welcome Letter or Port Advertisement
- Facebook Event Page
- Distribution of Port Branded Promotional Items
- Port Booth Space

**Provide a web link to sponsorship levels and related benefits; if not published online, indicate N/A.***

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I hereby certify that this application for TAP funding has been completed to the best of my ability, and that all information provided herein is true and accurate to the best of my knowledge. I acknowledge that submission of this application does not guarantee support, and that all TAP awards must be approved by the Board of Port Commissioners. As the responsible party representing our event, I have read and I understood the foregoing information. As a potential TAP sponsorship recipient, I agree to meet all the requirements that have been outlined.*

Yes, I am the responsible party representing our event.

Name first and last*
Title*
Organization Name*
Event Name*
Email*
Submission Date*
https://portofsandiego.smapply.org/

Log into website and register – organizations may use their existing log in credentials.

Scroll to bottom of screen to see Programs window and select Tidelands Activation Program.

Download and Print your application from the application site.

Ensure all 5 tasks are complete and submit box turns green. Then check for your confirmation email.