



I. Tell us a little about who is applying for a TAP sponsorship.

Hello,

Welcome to the Port of San Diego's online TAP sponsorship application for FY20. Your timely, detailed, and thorough completion of this form will ensure that Port staff and the members of the Tidelands Activation Program Advisory Committee (TAPAC) have the necessary information required to efficiently review and consider your request.

The next few questions will help us understand who is applying for a TAP sponsorship.

Thank you for your interest in the TAP program!

- Port of San Diego Staff

\* **1.** Please provide the name and contact information of the legal representative of your organization who will sign this TAP sponsorship application. If your organization is approved for sponsorship, this individual will also be required to sign the sponsorship agreement between your organization and the Port of San Diego.

Name

Company

Address

City/Town

State/Province

ZIP/Postal Code

Email Address

Phone Number

\* 2. Is your organization a for-profit, non-profit, or government organization?

- For-Profit
- Non-Profit
- Government

\* 3. Who is the primary individual for Port staff to contact regarding this application?

*Note: This is the person that will receive TAP submittal correspondence.*

Name of Primary Contact

Primary Contact's Email Address

Primary Contact's Phone Number

\* 4. Who will be the event's on-site organizer?

Name

Email Address

Phone Number

\* 5. Please upload a PDF or JPEG of your organization's W-9 form.

*Tip: Maximum file size is 15 MB.*

W-9 Form

Choose File

No file chosen

\* 6. Please upload a PDF or JPEG of your organization's corresponding IRS letter.

*Tip: Maximum file size is 15 MB.*

IRS or State of California Form

Choose File

No file chosen

\* 7. Is your organization currently registered as vendor with the Port of San Diego?

- Yes
- No
- Uncertain

\* 8. Please provide the name and address of your organization.

Company	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>

SAMPLE



**II. Tell us about your amazing event!**

Each year, the Port of San Diego receives applications for a wide variety of exciting events. Unfortunately, we are not able to sponsor them all. The information that you provide about your event will help Port staff and the Tidelands Activation Program Advisory Committee (TAPAC) determine which events are recommended to the Board of Port Commissioners for approval.

- Port of San Diego Staff

\* **9.** What is the official name of your event?

\* **10.** Provide a concise description of your event. For the purposes of this application, please assume that the reviewers are not familiar with your event. Responses are limited to 1,800 characters, including spaces.

*Tip: Compose your response in a word processing program, edit, spell check, and run character and space count. Then cut and paste your response in the field below.*

\* **11.** Please explain why your event should receive a TAP sponsorship in relation to the program goals below. Responses are limited to 4,000 characters, including spaces.

*Tip: Compose your response in a word processing program, edit, spell check, and run character count.*

- Attracts diverse visitors and demographics to Port Tidelands?
- Fosters relationships between the Port, its stakeholders, and the community?
- Provides a desirable attraction that is rare or unique?
- Provides the Port with opportunities to educate the public and its stakeholders?
- Evolves to become self-sustaining over time?
- Impacts Port Tenant Businesses
- Measures attendance and support.
- Provides future economic impact to the region and financial return to the Port.
- Creates promotional and/or marketing value for the Port.

\* **12.** Please provide your event's website or event page address.

**13.** Please provide your event's social media information handles and links:

Facebook Handle:

Twitter:

Instagram:

YouTube:

Other:

\* 14. Please identify the type of event that you are planning.

*Tip: Check all that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> Concert, Performance, Cinema      | <input type="checkbox"/> Sports and Athletics<br>(Running/Fishing/Cycling/Swimming)  |
| <input type="checkbox"/> Educational                       | <input type="checkbox"/> Fitness and Wellness (Yoga/Tai Chi/Non-competitive<br>Walk) |
| <input type="checkbox"/> Environmental                     | <input type="checkbox"/> Community   |
| <input type="checkbox"/> Food and Beverage                 | <input type="checkbox"/> Fair  |
| <input type="checkbox"/> Parade                            |  |
| <input type="checkbox"/> Other (Please describe the event) |  |

\* 15. 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.*

- Yes
- No

SAMPLE



**II-B. Tell us a few details about your moving event!**

\* **16.** Please provide your event's starting and ending locations.

Starting Location

Ending Location

\* **17.** Please upload a PDF or JPEG your moving event's route map(s).

Choose File

No file chosen

SAMPLE



**III. Tell us more about your event's details & needs.**

\* **18.** How many years has your event been in existence?

- |   |   |
|---|---|
| <input type="checkbox"/> 0 This is the first year of our planned event. | <input type="checkbox"/> 3-5 Years        |
| <input type="checkbox"/> 1 Year   | <input type="checkbox"/> 6-9 Years        |
| <input type="checkbox"/> 2 Years  | <input type="checkbox"/> 10 or More Years |

\* **19.** Are you flexible regarding the date(s) of your event?

- No, our event is date-specific.
- Yes, we are flexible regarding the date of our event.

\* **20.** Please provide the preferred timeline for your event.

*Tip: Your event's official beginning date must fall between July 1, 2019 to June 30, 2020.*

When is your event planned to officially begin?

MM/DD/YYYY	hh	mm	-	▾
------------	----	----	---	---

When is your event planned to officially end?

MM/DD/YYYY	hh	mm	-	▾
------------	----	----	---	---

When would you like to begin the on-site setup of your event?

MM/DD/YYYY	hh	mm	-	▾
------------	----	----	---	---

Following your event, when do you plan to have the site restored to its original state?

MM/DD/YYYY	hh	mm	-	▾
------------	----	----	---	---

\* **21.** Please provide the hours of operation for each day of your event.

--

\* 22. The Port Tidelands includes the waterfront areas of five cities. Please select the city(s) where your event would occur.

*Tip: Check all that apply.*

- |   |   |
|---|---|
| <input type="checkbox"/> Tidelands of Imperial Beach, CA      | <input type="checkbox"/> Tidelands of National City, CA |
| <input type="checkbox"/> Tidelands of Coronado, CA            | <input type="checkbox"/> Tidelands of San Diego, CA     |
| <input type="checkbox"/> Tidelands of Chula Vista, CA         |   |
| <input type="checkbox"/> Other (Please describe the location) |   |

\* 23. Please select the proposed specific location(s) for your event.

*Tip: Visit the Port of San Diego's website for more information: [Port of San Diego Locations](#) \*Port does not permit for this location.*

- |   |   |
|---|---|
| <input type="checkbox"/> Chula Vista: Bayside Park North            | <input type="checkbox"/> San Diego: Embarcadero Marina Park South Pier    |
| <input type="checkbox"/> Chula Vista: Bayside Park South            | <input type="checkbox"/> San Diego: Fifth Avenue Landing Park*            |
| <input type="checkbox"/> Chula Vista: Bayside Park Pier             | <input type="checkbox"/> San Diego: Fish Harbor Pier                      |
| <input type="checkbox"/> Coronado: Ferry Landing Park               | <input type="checkbox"/> San Diego: Harbor Island Park                    |
| <input type="checkbox"/> Coronado: Tidelands Park                   | <input type="checkbox"/> San Diego: Lane Field Park*                      |
| <input type="checkbox"/> Imperial Beach: Dunes Park*                | <input type="checkbox"/> San Diego: North Embarcadero / Harbor Drive      |
| <input type="checkbox"/> Imperial Beach: Portwood Pier Park*        | <input type="checkbox"/> San Diego: Point Loma Marina Park*               |
| <input type="checkbox"/> Imperial Beach: Imperial Beach Pier*       | <input type="checkbox"/> San Diego: Port Pavilion on Broadway Pier        |
| <input type="checkbox"/> National City: Pepper Park                 | <input type="checkbox"/> San Diego: Ruocco Park                           |
| <input type="checkbox"/> National City: Pepper Park Pier            | <input type="checkbox"/> San Diego: Shelter Island Pier                   |
| <input type="checkbox"/> San Diego: B Street Pier & Cruise Terminal | <input type="checkbox"/> San Diego: Shelter Island Shoreline Park Central |
| <input type="checkbox"/> San Diego: Bayfront Park*                  | <input type="checkbox"/> San Diego: Shelter Island Shoreline Park North   |
| <input type="checkbox"/> San Diego: Broadway Landing                | <input type="checkbox"/> San Diego: Shelter Island Shoreline Park South   |
| <input type="checkbox"/> San Diego: Broadway Pier                   | <input type="checkbox"/> San Diego: Spanish Landing Park East             |
| <input type="checkbox"/> San Diego: Cesar Chavez Park               | <input type="checkbox"/> San Diego: Spanish Landing Park West             |
| <input type="checkbox"/> San Diego: Cesar Chavez Park Pier          | <input type="checkbox"/> San Diego: Tuna Harbor Park                      |
| <input type="checkbox"/> San Diego: Embarcadero Marina Park North   | <input type="checkbox"/> Water: Pacific Ocean                             |
| <input type="checkbox"/> San Diego: Embarcadero Marina Park South   | <input type="checkbox"/> Water: San Diego Bay                             |
| <input type="checkbox"/> Other (please specify)                     |   |

24. If you have not identified a specific location for your event, please list the location(s) that you are considering.

\* 25. Please identify any waivers that you are requesting for the following Port services:

*Tip: Locations that are outside of the Port of San Diego's jurisdiction are not eligible for fee waivers by the Port of San Diego, nor does the Port waive fees on a tenant's leasehold.*

- |   |  |
|---|--|
| <input type="checkbox"/> Park and/or facility permitting fees             | <input type="checkbox"/> Wharfage or dockage fees                |
| <input type="checkbox"/> Port stage rental (18 feet x 24 feet)            | <input type="checkbox"/> Relocation of Broadway Pier furnishings |
| <input type="checkbox"/> Parking spaces during your event setup/breakdown | <input type="checkbox"/> None                                    |
| <input type="checkbox"/> Parking spaces during your event                 |  |
| <input type="checkbox"/> Other (Please describe)                          |  |

\* 26. If you are requesting a parking fee waiver, please indicate the number(s) of spaces and number(s) of days for which you are requesting them.

*Tip: 3 spaces x 2 days*

Event setup

During event

Event breakdown

We are not requesting parking fee waivers. *(Please enter N/A)*



**IV. Tell us about your event's attendance and financials.**

**\* 27.** How many people do you anticipate will attend your event in each of the Port's member cities? Only include participants and spectators; do not include event management staff, vendors, or support crews.

*Tip: For moving events that traverse a single city; project the total number of participants and spectators. For moving events that traverse more than one city; project the attendance at the starting and ending locations, as well as any cities that your event passes through.*

Chula Vista

Coronado

Imperial Beach

National City

San Diego

**\* 28.** Please forecast your event's total anticipated gross revenue.

*Tip: Do not include any potential Port sponsorship. Decimals, percentages, and non-numeric characters will not be accepted.*

US Dollars \$

**\* 29.** Please list the total expenses to conduct your event.

*Tip: Do not include any potential Port-provided services in your total. Decimals, percentages, and non-numeric characters will not be accepted.*

US Dollars \$

**\* 30.** Please indicate the amount of TAP sponsorship funding that you are requesting.

*Tip: Do not include any potential Port-provided services in your total. Decimals, percentages, and non-numeric characters will not be accepted.*

US Dollars \$

\* **31.** Please list all other entities to whom you have applied for funding and include the funding amounts.

*Tip: If your event is not applying for funding from any other entity, please indicate "None" in the text box or list in this format: Name -*

*\$xxx / Name - \$xxx.*

\* **32.** Please upload a PDF copy of your event's budget.

*Tip: Include breakdowns of anticipated revenue and expenses.*

Choose File

No file chosen

\* **33.** Is your event free to attendees or participants?

Yes

No

\* **34.** Please describe the cost of tickets, registration, or participation in your event. If there is a range of fees, please explain.

*Tip: Compose your response in a word processing program, edit, spell check, and run character count. Then cut and paste your response in the field below.*

\* **35.** In summary, your event is requesting what type of TAP sponsorship?

*Tip: Locations that are outside of the Port of San Diego's jurisdiction are not eligible for fee waivers through the Port of San Diego.*

We are requesting sponsorship funding only

We are requesting both sponsorship funding and service fee waivers

We are requesting service fee waivers only



**V. Tell us about your promotional plan.**

Should your event be selected for sponsorship, you will be provided with access to the Port of San Diego Event Organizer Toolkit located on the Port website. To assist with the promotion of your event and to ensure compliance with Port Brand requirements, the Toolkit includes: Port logo standards and guidelines, helpful promotion and sponsorship recognition information, and event-related report forms.

- Port of San Diego Staff

\* **36.** Help us understand the marketing and advertising plans for your event. A response is required on each line.

*Tip: If your application is approved, Port staff will work with you to finalize a list of marketing deliverables based on the total value of the actual sponsorship package awarded.*

	We will not be using this method of promotion	We will be promoting the event, but the Port will not be included.	We will be promoting the event and the Port will be included.
Broadcast Television Commercials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadcast Radio Commercials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print Ads (Magazine/Newspaper)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Promotion (Online/Websites/E-Blasts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Print Distribution (Posters/Flyers/Postcards)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printed Program with Sponsor Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook Event Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 37. Help us understand the event's communications and media relations approach. A response is required on each line.

*Tip: If your application is approved, Port staff will work with you to finalize a list of marketing deliverables based on the total value of the actual sponsorship package awarded.*

	We will not be using this method of publicity.	We will be pitching this method of publicity but the Port will not be included.	We will be pitching this method of publicity and the Port (or spokesperson) will be included.
Press Release Sent to Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boiler Plate Inclusion in Press Release	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media Interviews with Local Television, Radio, Print or Online Outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Newsletter/Website Features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printed Programs with Welcome Letter Opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 38. Please indicate which on-site opportunities will be made available to the Port.

*Tip: If your application is approved, Port staff will work with you to finalize a list of on- site opportunities based on the total value of the actual sponsorship package awarded.*

- Admission Tickets
- Reserved Seating
- Reserved Parking
- Port Spokesperson Participation
- Banners and/or Signage Placement
- Port Branded Promotional Items
- Port Booth Space
- None
- Other (please specify)



VI. Here are some of the key TAP details that you should know.

There are many important details associated with managing a successful event. We have included this information to help you navigate the items that your event team must know. Please read the information thoroughly and share it with your team before submitting this application. As the applicant, you are required to read and acknowledge the following:

SAMPLE

### **Important TAP Details:**

- We want all parties that are seeking TAP sponsorship to have an equal and fair opportunity to be considered. To this end, the TAP application process will become open to the public on November 9, 2018. The deadline to complete all TAP applications is Sunday, January 6, 2019 at 5:00 PM Pacific. No exceptions will be made. Incomplete applications will not be considered or accepted. If your event's TAP application is not received by the deadline, we encourage you to apply during the next year's TAP application process.

- One TAP application is required for each event that you are requesting sponsorship for. If your event is connected to another event in any way, please note those details in the event description.

- Organizations that intend to have their event in a Port facility must request a reservation to hold their date as early as possible. Approval of facility use is subject to availability. Approval of sponsorship does not guarantee the requested facility. Port facilities are popular and there is no guarantee of availability. In some cases, up to 18 months prior notice may be required.

- If your event is selected to receive TAP funding and/or services from the Port, your event's responsible party is required to sign a binding agreement with the Port. This binding agreement will document the Scope of Services that your event shall agree to provide in return for the funding and/or services that the Port provides to your event. Port staff will work with your organization directly to determine location and other arrangements. The event organization shall be required to provide a damage deposit, completed permit form, and certificate of liability insurance before any use of a Port asset.

- 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 were listed in the Scope of Services included with each sponsorship agreement.

- TAP funding will be paid to the recipients only following the submission of the event organization's properly completed invoice(s) and a completed Event Wrap Up Form to assess the fulfillment of the event organization's obligations that were listed in the Scope of Services included with each sponsorship agreement.

- Organizations that are selected for TAP funding 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. Selected organizations may also be required to provide proof of automobile and/or workers compensation insurance. This policy, for which specific requirements will be contained in their agreement, shall include an endorsement naming the "San Diego Unified Port District" as an additional insured.

- Organizations are required to submit a completed park or facility permit application for their event at least 90 days prior. If the Port approves permit fees waivers as a part of the TAP funding, the event's organization is still required to submit a completed park or facility permit application for their event at least 90 days prior. The balance due from any partial fee waivers must be paid no later than 90 days prior to the event.

- 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 the applicant's event is selected for TAP sponsorship, the event agreement will be negotiated directly with your organization. TAP sponsorship evaluation, calculations, and decisions are based on the information that is provided in this application. Revisions to the application, once submitted, may not be accommodated.

### **For Moving Events:**

Any moving event route must be approved via permit by the Port of San Diego. Additionally, other affected public agencies may also require specific actions to be completed. It is your responsibility to ensure that all of the affected agencies have been notified and that your event is in 100% compliance with all applications, notifications, and fees.

\* 39. As the responsible party representing our event, I have read and I understand the foregoing information. As a potential TAP sponsorship recipient, I agree to meet all of the requirements that have been outlined.

I am the responsible party representing our event. Yes, I agree.

Name and Title

SAMPLE