



# ROUTE 66 COMMISSION SPECIAL EVENT MATCHING GRANT PROGRAM APPLICATION AND SUPPLEMENTS

## APPLICANT INFORMATION *(Please Print)*

First Name:		Last Name:	
Business / Organization Name:		Street Address:	
City:	State:	Zip:	
Primary Phone:	Alternative Phone:	E-Mail:	

## EVENT INFORMATION *(Please Print)*

Event Name:	
Event Date(s) and Time(s):	Venue/Location Name:
Venue/Location Address:	
My Event Will Take Place On...	Check All That Apply:
<input type="checkbox"/> Private Property (including private parking lots)	<input type="checkbox"/> My event will close off part of and/or all of a private parking lot
<input type="checkbox"/> Public Property (including parks, roadways, and property)	<input type="checkbox"/> My event will close off part of and/or an entire street or alleyway
<input type="checkbox"/> A combination of public and private property	<input type="checkbox"/> My event will include pop up vendors or artisans
	<input type="checkbox"/> My event will include alcohol sales
	<input type="checkbox"/> My event will include food trucks and/or food tents
	<input type="checkbox"/> My event will include live music
Estimated Event Attendance:	Target Audience:
Event Description <i>(Provide a one paragraph description of the event's scope, goals and how it will elevate the awareness of Route 66.)</i>	

## EVENT EXPENSES *(Please Print)*

Total Event Amount:	Total Eligible Event Expenses:	Grant Request:

☐ CHECK TO CONFIRM YOU'VE ATTACHED YOUR EVENT EXPENSE WORKSHEET



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## EVENT PROMOTION & ENGAGEMENT

### Check All Promotions That You Plan on Executing for Your Event:

- |                                      |  |  |   |
|--------------------------------------|--|--|---|
| <input type="checkbox"/> Facebook    | <input type="checkbox"/> TikTok        | <input type="checkbox"/> Radio                               | <input type="checkbox"/> Television Advertising |
| <input type="checkbox"/> Instagram   | <input type="checkbox"/> Press Release | <input type="checkbox"/> Traditional Advertising - Newspaper | <input type="checkbox"/> Posters / Flyers       |
| <input type="checkbox"/> Twitter     | <input type="checkbox"/> Billboard     | <input type="checkbox"/> Digital Advertising                 | <input type="checkbox"/> Mail Marketing         |
| <input type="checkbox"/> Other _____ |  |  |   |

Will your event benefit any other Route 66 businesses or organizations? YES: ☐ NO: ☐ MAYBE: ☐

If you answered yes or maybe to the above question, please describe how many businesses will benefit and how:

Will you notify other surrounding Route 66 businesses or organizations that your event is happening? YES: ☐ NO: ☐ MAYBE: ☐

If you answered yes or maybe to the above question, please describe how many businesses will benefit and how.

Although we do not require that your event benefit the community, we'd love to hear how your event impacts Tulsans. Will your event benefit the community or community partners? (For ex. Food drive that benefits the Community Food Bank of Eastern Oklahoma)

YES: ☐ NO: ☐ MAYBE: ☐

If you answered yes or maybe to the above question, please let us know which community partners you plan on benefitting through your event.

### Check the box to ensure that all of your application's supplemental materials are attached.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Event Expense Worksheet and Vendor Quotes | <input type="checkbox"/> Site Plan (Provide a drawing of the event's layout including all usable space, dimensions, and ADA accessibility.) | <input type="checkbox"/> Event Promotion Plan |
|--|---|---|

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## EVENT EXPENSE WORKSHEET

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Item	Vendor	Total Price (Attach Vendor Quote)
Special Event Permit	City of Tulsa	\$
Entertainment		\$
Picnic Table Rentals		\$
Stage and Lighting		\$
Event Decorations		\$
Volunteer T-Shirts		\$
Event Marketing		\$
	<b>Total Event Expenses</b>	\$
	<b>Total Eligible Event Expenses</b>	\$
	<b>Total Grant Request</b>	\$



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## EVENT PROMOTION PLAN WORKSHEET

Use the worksheet below to prepare a promotion plan for your event. The following is for illustration purposes only.

Platform / Medium	Schedule Date (Anticipated Publication Dates)	Description
Facebook		
Instagram		
Billboard		
Radio Ads		
Newspaper Ads		

### REMINDERS:

- For Facebook events, add the Tulsa Route 66 Commission as a co-host
- Tag @TulsaRoute66Commission on your social media when posting about the event
- Use the verbiage, “Sponsored by the Tulsa Route 66 Commission” and/or include the Tulsa Route 66 Commission’s logo on all event promotions and marketing collateral



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## EVENT REPORT FORM

Upon completion of your event, we require the following information to be gathered into an event report.

### APPLICANT INFORMATION *(Please Print)*

First Name:	Last Name:	
E-Mail:	Phone:	
Event Name:		

Was your event executed as previously planned? YES: ☐ NO: ☐

If you answered no to the question above, please let us know what changed? (for ex. date, location, etc.)

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### ATTENDANCE AND AUDIENCE *(Please Print)*

Total Event Attendance:	Event Attendee Demographics (such as Age, Race / Ethnicity, Gender) or General Attendee Characteristic:

Was your event attended by your intended target audience? YES: ☐ NO: ☐ OTHER: ☐

Did you collect event attendee feedback? Check all that apply from the below.

- ☐ Digital Survey    ☐ Paper Survey    ☐ Staff / Volunteer Engagement    ☐ No, I did not collect event attendee feedback
- ☐ Other \_\_\_\_\_

If you collected feedback, please provide a high-level summary of your attendee feedback about your event.

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## EVENT FINANCIALS

Individual event financials will not be released publicly but as part of the Tulsa Route 66 Commission's impact reporting.

Total Event Revenue:	Total Event Expenses:	Total Amount of Other Grants Awarded:
Total Sponsorship Revenue:	Total Ticket Revenue:	Total Vendor Revenue:

☐ CHECK TO CONFIRM YOU'VE SENT YOUR ITEMIZED INVOICE AND RECEIPTS TO THE PROJECT MANAGER

## EVENT PROMOTIONS

Check All Promotions That You Implemented for Your Event:			
<input type="checkbox"/> Facebook	<input type="checkbox"/> TikTok	<input type="checkbox"/> Radio	<input type="checkbox"/> Television Advertising
<input type="checkbox"/> Instagram	<input type="checkbox"/> Press Release	<input type="checkbox"/> Traditional Advertising - Newspaper	<input type="checkbox"/> Posters / Flyers
<input type="checkbox"/> Twitter	<input type="checkbox"/> Billboard	<input type="checkbox"/> Digital Advertising	<input type="checkbox"/> Mail Marketing
<input type="checkbox"/> Other _____			

List and Hyperlink All Earned Media for Your Event: (Earned media is publicity gained through promotional efforts other than paid media advertising. For example, a Tulsa World article about your event.)

## SOCIAL MEDIA REACH

List the total number of likes, impressions, and shares for your social media event posts.

Likes:	Impressions:	Shares:

## COMMUNITY ENGAGEMENT

Check All Promotions That You Implemented for Your Event:

List any community wins from your event. (For example 1,000 lbs of food was donated to the Community Food Bank of Eastern Oklahoma to help fight hunger in our community!)



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List All of Your Event Sponsors:

List All Route 66 Business and Organizations That Participated in Your Event:

List All Local Businesses That Participated in Your Event:





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## TESTIMONIAL

(Optional) Tell us how this grant helped you produce your event and the impact it had.