



Non Profit
Application
2011
City of West Palm Beach

NEW INFORMATION
Please read carefully

The deadline for 2011 Non-Profit applications is October 15, 2010

Clematis by Night Background

INTRODUCTION

In June of 1995, the City of West Palm Beach initiated Clematis by Night, a weekly free concert series featuring entertainment, art and refreshments. Since the beginning of the popular event, the City has worked in partnership with non-profit organizations to service beer locations. This excellent fund-raising experience has benefited more than a hundred non-profits who have raised more than \$600,000 in combined revenues.

Along with being a great source of income for non-profits, Clematis by Night also acts as an excellent venue for non-profits to receive exposure for their respective causes or organizations. In addition to the financial and publicity opportunities, Clematis by Night has become extremely popular with non-profits because it's just plain fun. The 12 volunteers each Thursday enjoy a social evening meeting old and new friends while making money for their charity.

To support the non-profits that directly help the City of West Palm Beach, the attached guidelines have been set forth. The enclosed application is your opportunity to tell us about your non-profit organization and whom you serve. **Due to the limited number of dates available, certain types of organizations will be given preference.**

Please read through the evaluation process carefully and submit your application. If you have any questions, please contact Angela Poco in the Community Events Division at 561/822.1517.

YOUR NIGHT AT CLEMATIS BY NIGHT

Your organization will cross promote it's involvement at Clematis by Night through as many channels as available and provide your constituents and the general public a chance to come see your organization at a fun, exciting community event. Your group will also provide volunteers to work the beer station at the event. At the end of the evening your group will receive a portion of the night's profits from what you sold as well as tips. **In just three hours you make money and promote your group!**

VOLUNTEERS

Your organization must have 12 volunteers (minimum) at the event to staff the beer stations. All volunteers must arrive at Clematis by Night by 5:30 p.m. **Volunteers must be 21 years of age or older.**

FINANCES

Bank of money and security deposit for event

Your organization is responsible for bringing the following:

A. Bank. Your Organization must provide cash in the minimum of \$500 for making change. It is recommended that the bank be made of small bills in the following denominations:

\$300 in \$1 bills

\$200 in \$5 bills

B. Security deposit. A cash security deposit of \$1000. The security deposit will be taken before start of event. It is recommended that the security deposit be made of small bills to pull from if more change is needed throughout the event. The security deposit will then be applied against the total amount due to the City from the Organization at the end of the event.

Collection of money throughout the night

Please designate one person to collect big bills from the servers throughout the night. Please bring rubber bands or money wraps for easy counting. It is recommended to count the money throughout the night. This will make paying the bill at the end of the night quick and easy. The more organized you are throughout the evening, the quicker you will be able to leave at the end of the event.

REVENUE

At the conclusion of the evening your Organization will be charged for the beer and wine sold. The amount charged for the beer and wine includes beer/wine, tax, supplies, equipment, administration and the City's cost/profits. The remaining balance along with tips represents your organizations revenues for the evening.

RESPONSIBILITIES

CITY LOGISTICS

There will be at least two City staff people on duty at Clematis by Night. One of the City staff will conduct the training session for the volunteers and oversee the signing of the Hold Harmless Forms. The City will coordinate the set-up of Clematis by Night. We arrange logistics with the beer distributor, supply beer booth tables, lights, tents, beverage cups and signage. We will also pull all necessary liquor licenses and permits.

The Non-Profit is responsible for supplying aprons, cork screw and tip jars

MARKETING PARTNERSHIP

In addition to the numerous marketing efforts that the City implements for CbN, we want to know what special opportunities you can provide. Specify

how you will advertise your night and estimate the number of people you can draw on your night via:

-Ads/Notifications (i.e., Association newsletters, fliers, etc.) Where will the ads/notices be placed? How many? Describe the circulation?

-Signage (yard signs in neighborhoods, fliers in merchant windows, etc.) Where? How Many? Distribution system?

-Electronic inclusion in what websites? Addresses? E-mail notification: when? Distribution size?

-Publicity press releases, business faxes, informational meeting

BENEFITS

FUNDRAISING OPPORTUNITIES

In addition to the already mentioned money you can raise from the alcohol sales your group is also encouraged to provide other services that would be of interest to the thousands of people that attend the event. Raffles, ticket sales for upcoming events, and other prizes are all great ideas.

Games, with prior approval

Raffle opportunities, with prior approval

Activity donations, with prior approval (i.e., \$1 for face-painting, etc.)

PUBLICITY

If your ideas and resources are exemplary and of benefit to the event, the City may also include your organization and theme in our weekly marketing of the event. Your organization may be included in the following materials. The better the idea, the more we can talk about it!

-Inclusion in select radio spots for Clematis by Night on KOOL 105.5 FM, the GATER 98.7 FM, Newsradio WJNO 1290 and WILD 95.5 FM

-Inclusion in a monthly Clematis by Night 1/4-pg. ad in the Palm Beach Post

-Inclusion in a monthly listing on WPBTV (CH18), the City's TV station

-Inclusion in the quarterly Community Event on-site distribution

-Inclusion in monthly press releases to the media

-Public Relations pitch to the media for "extra creative" ideas by non-profit partners

-On-site showcase: the event emcee will announce your organization and make everyone aware of any events or promotions you have coming up. Also, during the two 20-minute band breaks on your night you can showcase special people, activities and/or talents, anything fun and entertaining.

-On-site booth(per request) to distribute information about your group, raffle to win, register to win, sales of your organization's merchandise

Website inclusion on the City's Clematis by Night web page

APPLIATION PROCESS

SELECTION PROCESS

To apply, please fill out the attached application and submit it with any other information that will best show what your organization can do to enhance the event. Please feel free to attach pictures, typed outlines, or summaries of what you propose. All items are non-returnable. Organizations can request a specific date, however the specific date assigned will be decided by the Community Events Division.

Applications will be reviewed by a committee. Due to the overwhelming number of applicants for this opportunity certain types of groups will be given priority over others.

First priority will be given to non-profits directly affiliated with the City of West Palm Beach. This would include all neighborhood associations and business associations recognized by the City of West Palm Beach.

Second priority will be given to non-profit organizations that best demonstrate that they will both benefit themselves and the event. Applications will be reviewed by the committee. Proposals will be valued on a scale of 1 to 5, with 5 being the highest, in the following categories:

MARKETING POTENTIAL

CbN already has several media partners that advertise the event every week. However by advertising your involvement with the event through your own channels you are able to reach places that the event cannot. Please state all the marketing outlets that you would utilize. Examples of this could be newsletters, neighborhood signs, door-to-door fliers, e-mail lists, etc.

BENEFIT TO THE EVENT

It's your chance to market your organization to thousands that may have never heard of you. You are encouraged to put your unique touch on the event. Please state what additional entertainment or promotions you would like to bring (i.e., raffles, decorations, special performers).

APPLICATION 2011

Please type information or print legibly in dark ink.

Organization Name: _____

Contact Name: _____ Phone # _____

E-mail: _____ Cell Phone: _____

Mailing Address:

City State Zip

What Category Does Your Organization Belong (mark one only):

- 1) _____ City of West Palm Beach Affiliated (example: Neighborhood Associations)
- 2) _____ West Palm Beach based services (example: Friends of the Mounted Police)
- 3) _____ Other

Has your group worked at other events or produced their own?

_____ No _____ Yes; Describe: _____

How are you able to advertise your involvement with the event?

_____ E-mail; How many? _____ To whom? _____

_____ Newsletter How many? _____ To whom? _____

_____ Signs How many? _____ Where? _____

_____ Other: _____

_____ Other: _____

_____ Other: _____

What extra benefit will you bring to the event?

_____ Special theme Describe: _____

_____ Raffle Prize? _____

_____ Entertainment Describe: _____

_____ Decorations Describe: _____

_____ Other: _____

_____ Other: _____

Please attach any photos or typed proposals that will assist the review committee in truly understanding what your organization can offer.

List preferred dates:

List dates the organization is not available:

The City of West Palm Beach will give consideration to preferred dates; however, there is no guarantee requested dates will be granted.

Please return completed application to:
Community Events & Marketing Division
ATTN: Angela Poco
PO Box 3366
West Palm Beach Florida 33402

Applications must be received before October 15, 2010.

Call 561.822.1517 for more information.
Fax: 561.822.1525