



## Instructions/Guidelines

### **For requesting a sponsorship from the Williamston Downtown Development Authority**

The Downtown Development Authority (hereafter DDA) is committed to the vibrancy of downtown Williamston. The DDA attempts to financially support community activities held in the Downtown Development District, the purpose of which is to incentivize those individuals/groups that make downtown Williamston a more vibrant community.

Accordingly, the DDA seeks to partner with those individuals or groups that express the same desire.

Each year the DDA sets a budget for such support in the form of a sponsorship request. Throughout the year funds will be available on a first-come first-served basis. Requests shall be made in writing using the attached form. Sponsorship requests must be submitted to the Williamston DDA Director by the first Monday of the month for consideration at the monthly DDA meeting, held on the third Tuesday of the month.

Priority will be given to requests that draw people to the downtown and offer value to the whole community. All funds must be spent within one year after the funds are authorized. Any funds remaining after the request expires will revert back to the DDA.



**SPONSORSHIP REQUEST APPLICATION**  
**Downtown Development Authority**

- ▶ Individual/Group Name: \_\_\_\_\_
- ▶ Individual/Group Address: \_\_\_\_\_  
\_\_\_\_\_
- ▶ Contact Person: \_\_\_\_\_
- ▶ Contact Person Phone: \_\_\_\_\_
- ▶ Contact Person E-Mail: \_\_\_\_\_
- ▶ Brief project title or description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- ▶ Location of event, activity, or program: \_\_\_\_\_  
\_\_\_\_\_

- ▶ Provide a brief statement of why the project or program is important to our community:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- ▶ Total Amount Requested: \_\_\_\_\_

- ▶ \_\_\_\_\_  
Applicant's signature (and title where applicable) Date

- ▶ Submit completed application to:  
Williamston City Hall, Attn: DDA Director, 161 E. Grand River Ave., Williamston MI 48895  
[manager@williamston-mi.us](mailto:manager@williamston-mi.us)

***Application must be submitted to the Williamston DDA Director by the first Monday of the month for consideration at the monthly DDA meeting, held on the third Tuesday of the month.***