



## Parks ♦ Rec ♦ Arts

### City of Las Vegas Event Sponsorship and Facility Use Program

The City of Las Vegas is committed to supporting community groups that strive to bring accessible programming to its citizens. The Department of Parks, Recreation, and Cultural Affairs invites arts organizations to present programming at city facilities that include Goodman Plaza at Civic Center and Sammy Davis Jr. Festival Plaza at Lorenzi Park.

This initiative aims to enrich our community with diverse cultural experiences, public ceremonies, and festivals that are accessible to all residents. Our goal is to foster vibrant cultural programming in Las Vegas that reflects the rich diversity of our community. We seek to support programs that engage, educate, and entertain residents of all ages and backgrounds that uphold the City's underlining Mission: Building community to make life better.

*Please review program guidelines before starting this application.*

Incomplete applications will not be considered.

#### **Eligibility:**

Open to arts organizations working in and around the Las Vegas city limits. Eligible organizations should have experience in producing public programs and demonstrate a commitment to community engagement. Non-Profit Organizations are encouraged to apply, however, 501c3 status is not required to be considered.

#### **Scope of Work:**

Proposals should include a detailed scope of programming, including but not limited to:

- **Public Ceremonies:** Events celebrating local history, heritage, and significant community milestones.
- **Cultural Programming:** Activities that highlight the cultural traditions, arts, and crafts of various communities.
- **Festivals:** Large-scale events that bring together music, dance, art, food, and other cultural expressions.
- **Performances:** Theatrical productions, music concerts, dance performances, and other live presentations.
- **Workshops:** Interactive sessions where community members can learn new skills, such as art making, dance, or music.
- **Lectures:** Informative talks by experts on various topics related to arts and culture, aimed at educating and inspiring the community.

## Goals and Community Impact:

- **Enhance Community Engagement:** Programs should create opportunities for residents to connect, participate, and contribute to community life.
- **Cultural Enrichment:** Activities should celebrate and promote the diverse cultural heritage of Las Vegas – this includes events and programs of all nationalities and ethnicities.
- **Economic and Tourism Benefits:** Events should attract visitors and stimulate the local economy.
- **Educational Value:** Programs should offer learning opportunities and foster a deeper understanding of arts and culture.

## Funding and Support:

- The City of Las Vegas will provide the performance space and a technical advisor on the day of the event.
- Projects that do not require funding from the city are more likely to be funded. We encourage organizations to seek additional funding sources or provide in-kind contributions.
- All other staffing and technical requirements must be listed in the proposal, and organizations must confirm that they will provide these resources.

## Budget:

Proposals should include a detailed budget outlining all costs associated with the proposed programming.

Budgets should be realistic, cost-effective, and demonstrate a commitment to financial responsibility.

Emphasize cost-saving measures and self-sufficiency.

## Schedule:

Proposals should include a projected schedule for programming from July 2026 to June 2027. The schedule should detail the timing of individual events and activities, including setup and breakdown times. Keep in mind, outdoor spaces are subject to inclement weather policies adopted by the city and the state. Because of the tumultuous heat of the valley, outdoor programming may not be possible during the summer and winter months.

## Accessibility:

All proposed programming and special events must be free and open to the public. Proposals should include plans for:

- No cost for entry
- Ensuring accessibility for people with disabilities.
- Creating inclusive environments that welcome people of all ages, backgrounds, and abilities.

## **Sustainability and Inclusivity:**

Proposals should outline plans for:

- **Sustainable Practices:** Detail how your group will plan to minimize waste, use recyclable materials, and/or reduce the environmental impact of your event.
- **Inclusivity:** Explain how you will ensure the program/event will be welcoming and inclusive of all community members, regardless of age, race, gender, or socioeconomic status.

## **Community Engagement:**

Proposals should demonstrate a commitment to engaging the local community. This can include:

- Collaborations with local schools, businesses, and community groups
- Strategies for involving community members in the planning and execution of events
- Creating opportunities for volunteers and local talent to participate

## **Marketing and Outreach Plan:**

Proposals should include a detailed marketing and outreach plan to ensure wide community participation.

Provide any logos, photographs and ideas for your marketing flyers to the Special Events team at least two months prior to your event. Plans could include:

- Timeline for marketing distribution
- Social media strategies
- Partnerships with local media – not required, but highly encouraged
- Community outreach efforts, such as flyers, posters, and word-of-mouth campaigns

## **Evaluation Metrics:**

Proposals should include methods for measuring the success and community impact of the programming. This can include:

- Attendance numbers
- Participant feedback and surveys
- Media coverage and social media engagement
- Long-term impact on the community

## Risk Management and Contingency Plans:

Proposals should include risk management strategies and contingency plans to handle unforeseen events. This can include:

- Plans for inclement weather
- Public health and safety measures
- Backup plans for key personnel or resources

## City Support and Resources:

The City of Las Vegas will provide the following support:

- **Performance Space:**  
Goodman Plaza at Civic Center and/or Sammy Davis Jr. Festival Plaza at Lorenzi Park
- **Facility Advisor:** On-site support regarding care to the facility
- **Technical Advisor:** On-site technical support on the day of the event
- **Marketing Assistance:** Promotion through city channels, including social media and newsletters. The city reserves the right to promote and market events based on programming priorities.

## Required Application Details:

1. **Organization Information:** Name, address, contact information, and a brief history of the organization
2. **Program Description:** Detailed description of the proposed programming, including objectives and expected outcomes
3. **Budget:** Detailed budget outlining all costs associated with the proposed programming, emphasizing self-sufficiency
4. **Schedule:** Proposed event for programming from September 2026 to May 2027
5. **Accessibility Plan:** Plan to ensure the programming is free and open to the public
6. **Sustainability and Inclusivity Plan:** Plans for sustainable practices and inclusivity
7. **Community Engagement:** Strategies for maximizing community involvement
8. **Marketing Plan:** Detailed outreach strategies with timeline
9. **Evaluation Metrics:** Methods for measuring success and community impact
10. **Risk Management:** Contingency plans for unexpected events
11. **References:** Contact information for at least two references from previous similar projects
12. **Technical Needs:** A clear and concise list of audio and visual needs

## **Application Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

1. Organization Experience (30%)
2. Community Impact (25%)
3. Budget (20%)
4. Accessibility (15%)
5. Creativity and Innovation (10%)

## **Submission:**

Proposals must be submitted via the formstack link:

[https://cityoflasvegas.formstack.com/forms/event\\_facility\\_use\\_proposal](https://cityoflasvegas.formstack.com/forms/event_facility_use_proposal)

## **Contact Information:**

For any questions or additional information, please contact:

Marja Bigas | Sr. MA/Special Events Administrator | 702-229-4859

[mbigas@lasvegasnevada.gov](mailto:mbigas@lasvegasnevada.gov)

## **Conclusion:**

We look forward to receiving your proposals and working together to bring enriching cultural experiences to our community.

Please note that filling out an application for Event Sponsorship Application and/or Facility Use Agreement does not guarantee the event's approval.

The City of Las Vegas reserves the right to refuse/deny sponsorship in order to prioritize availability based on event missions that align with the City's own goals.