

ARTS & CULTURAL FESTIVAL AND SPECIAL EVENT SPONSORSHIP PROGRAM



Arts & Cultural Festival and Special Event Sponsorship Program

The Arts & Cultural Festival and Special Event Sponsorship Program (“Program”) is designed to provide startup and matching funds for expenses relating to the planning and execution of arts and cultural festivals and special events throughout Broward County. The goal of this Program is to provide equitable access to funding for community arts and cultural events in a manner that promotes community building, collaboration, and economic growth and development among the cultural and small business communities. Proposals must clearly demonstrate their impact on the arts, culture, community, and economy of Broward County, ensure audience engagement, and reflect a high standard of excellence that enhances the County’s cultural image.

A festival or special event is defined as a single event that takes place over the course of multiple, contiguous days that is unified by a central arts and culture theme OR a series of events, unified by a central arts and culture theme that takes place at regular intervals over the course of a given calendar year. Examples include, but are not limited to, a multi-day jazz festival featuring many performers; a day-long series of events designed to showcase various aspects of a given ethnic culture found in Broward County; or a series of events (e.g. an art walk) that takes place on the same day each month over the course of a given year. Festivals and special events utilizing and showcasing Broward-based artists and small businesses will receive additional consideration during the review process.

One-off events will be considered on a case-by-case basis post application submission, provided that the primary purpose of the event is related to the promotion of arts or culture (e.g. sponsorship of a table at a gala, an individual concert, etc.). Events must take place in Broward County.

To be considered for funding, proposed festivals/special events must have one or more arts and culture disciplines as a central focus. Arts and culture is defined as any and all cultural disciplines, which include but are not limited to, music; dance; drama; theatre programs; films and film festivals; creative writing; literature; architecture; painting; sculpture, folk arts; photography; crafts; public media; history; archeology; and natural sciences; and the execution and exhibition of other allied and major cultural art forms, including interdisciplinary and multi-disciplinary work.

Note: An organization may only submit one application per cycle, with the exception of municipalities located in Broward County. Municipalities may submit more than one application per sponsorship cycle, but the total awarded amount will be no more than \$50,000 during a given cycle.

Sponsorship Cycle

Funded events must take place between October 1, 2024, and September 30, 2025.

Sponsorship Amounts and Categories

Arts & Cultural Festivals and Special Events that will be considered for funding are broken down into two subcategories:

New and Emerging Arts & Cultural Festivals/Special Events – Up to \$25,000

- Arts & Cultural Festivals and Special Events that have either not yet been attempted or have been in existence for three or fewer years.
- Match Requirements (excluding municipalities): applicants for a first-time (i.e. new and never having been done) festival/special event may receive up to \$25,000 without any match requirements. Festivals/special events that have been in existence for more than one year, but fewer than three years, may receive up to \$25,000 with a minimum match requirement of 50% of the total County contribution. Therefore, in years two and three of an event, a funding request of \$25,000 will require a minimum of \$12,500 match.
- Requests for support below \$10,000 are excluded from match requirements regardless of the length of time the festival or special event has been in existence.

Established Arts & Cultural Festivals/Special Events – Up to \$50,000

- Arts and Cultural Festivals and Special Events that have been in existence for more than three years.
- Match Requirements (excluding municipalities): applications for festivals/events that have been in existence for more than three years may receive up to \$50,000 with a 1:1 match requirement.

For Municipalities ONLY

- Municipalities are required to provide a 1:1 match, regardless of the funded amount or the subcategory of the proposed festival or event.

Eligibility for Arts & Cultural Festivals/Special Events

- Nonprofit and tax-exempt status: The entity must be in “good status” as a nonprofit corporation in the State of Florida and have 501(c)(3) tax-exempt status from the Internal Revenue Service (IRS); or be a unit of local government such as a municipality or municipal agency.
- For profit organizations, whose primary mission is the promotion of one or more arts and culture disciplines as defined in these guidelines. Organizations headquartered in Broward County will receive additional consideration during the review process.

- Local focus: Sponsored events must occur in Broward County. Proposals that utilize majority Broward-based artists, performers, and vendors will receive additional consideration during the review process.
- Funded programs and projects must occur during the applicable sponsorship timeframe. The proposed festival/event's primary purpose must be the creation, utilization, and exhibition of arts and/or culture as defined above.
- Festival and special event sponsorship applications where the creation, utilization, and exhibition of arts and/or culture is NOT the primary focus, but an integral component, will be considered on a case-by-case basis, pending availability of funds.
- An organization may submit only one application per cycle to this program.
 - ◊ Municipalities in Broward County may submit more than one application per cycle to this program but the award, if any, will not exceed \$50,000 per municipality, per cycle.
- Organizations applying through a fiscal agent are not eligible.
- Festivals and special events receiving funding from Visit Lauderdale are ineligible for support under this Program for the same event.
- Non-profit arts and culture organizations receiving funding through Cultural Division grant programs (Program Support and General Operating Support) are eligible to apply, provided the proposed festival or special event is not part of the organization's regular "season" of events or related in any way to the same program funded by any grant provided by the Cultural Division
- Municipalities receiving funding through the Cultural Division's Program Support grant are ineligible to apply.

This program does not fund

- Programs, projects, or events that are not accessible to the public.
- Individuals, including artists (Individual artists with project ideas should apply to the Division's Artist Support program).
- Educational institutions, including schools, childcare centers, colleges, and universities, are ineligible to apply. Organizations that are closely affiliated with such institutions are encouraged to contact Cultural Division staff prior to applying to ensure eligibility.
- Projects for which the selection of artists or art works is based upon criteria other than artistic excellence and merit. Examples include festivals, exhibitions, publications, or performances for which no jury/audition/curatorial judgment has been applied.
- Programs, projects, or events the content of which encourages the preference of a particular religion.
- Political advocacy.
- Construction, purchase, or renovation of facilities.
- Cash reserves or endowments.
- Deficit or debt reduction efforts.
- Tuition assistance.
- Costs of receptions and social activities, except when they are incidental and related to arts activities.
- Public art installations, monuments, statues, or sculpture projects.

Review Criteria

Artistic Merit

- Strong artistic vision and leadership.
- Quality of the artists, arts organizations, works of art, vendors, and services that the project will involve, as appropriate.
- Artistic significance of the project and importance of the project to the artistic field, artists, audience, community and/or constituency.
- Demonstrated commitment to recruit, engage, and directly compensate qualified and experienced artists.
- Distinctive and unique programming that enriches cultural offerings and/or preserves/promotes cultural traditions in Broward County.
- A loyal audience base evidenced by attendance numbers, community support, and ticket sales, if applicable.
- Ongoing commitment to program planning and development of best practices, including goal setting, marketing, budgeting, and evaluation.

Community Benefit/Impact

- Demonstrated commitment to community engagement and the use of community knowledge and relationships to make informed and relevant programming decisions.
- Demonstrated and intentional efforts to attract and retain diverse audiences and increase access to the arts to under-served individuals or under-resourced neighborhoods.
- Demonstrated efforts to contribute to the vibrancy, safety, and economic vitality of neighborhoods, communities, and Broward County.

Organizational Capacity

- Quality and clarity of the project goals and design, the resources involved, and the qualifications of the project's staff and volunteers.
- A projected budget that is realistic, appropriate to the scope of the project, and that reflects a diversity of funding sources.
- History of successful arts and culture programming and demonstration of short and long-term planning (if appropriate).
- Appropriate marketing efforts given the proposed festival size and scale.
- Effective management of past Cultural Division grants and/or sponsorships.

Navigating The Online Process Application Process

Applications for the Arts & Cultural Festival and Special Event Sponsorship Program are to be completed and submitted online via Submittable. Applications for events prior to April are accepted on a rolling basis. **For events occurring after April 7, 2025, applications (and all required documents) must be submitted 90 days prior to date of the event.** The review panel will not review incomplete applications. For application tutorials and Division forms, visit the Grant Resources section at Broward.org/Arts.

Budget Definitions And Instructions

Arts & Cultural Festival and Special Event Sponsorship Program expenses included in the budget should tie directly to the expenses required to implement the proposed event. Expenses must directly contribute to the successful execution of the event. Examples of core expenses include but are not limited to: vendor fees, artist fees, facility rental, equipment rental, certain marketing costs, event-related travel, and event-related supplies.

Budget Narrative

Applications must include a budget narrative with detailed information regarding how funds are to be used. The narrative should correlate with each line item of the project budget form.

Budget Definitions

Income

Earned	Intended earned revenue from the event, including admission fees or vendor fees.
Grants	The total amount of the grant for the event you are applying for.
Contributed/Donated	Any individual cash, donations, or sponsorships

Income

Admin Overhead	Payments for salaries, wages, fees, and benefits that are specifically associated with the event.
Contracted Services	Include non-employees contracted to perform services for the event.
Equipment	Incidental equipment purchases associated with the event.
Evaluation Activities	Event-related costs for evaluation activities.
Insurance	Include costs for providing adequate insurance for the event that exceed the basic organization costs.
Marketing	Costs associated with marketing, advertising, and the promotion of your event.
Occupancy/Space Rental	Space/venue costs
Printing, Copying, Postage	Printed materials for the project, signage, labels, flyers, etc.
Supplies	Any supplies needed to conduct the project.
Other	Other expenses related to the project

Note: The descriptions provided are not limited to the listed line items. Organizations are encouraged to use any row as necessary, provided that the budget narrative includes a more detailed explanation for the use of funds.

Projected Column: This should represent the total cost of the event, which must be equal to or greater than the amount of funding you are requesting.

Allocation of County Funds Column: The total amount of requested funds should be clearly displayed in this column. Ideally, it should provide staff and the panel with a clear understanding of how the funds will be allocated. If your projected expenses match the total funding request, these columns can be identical.

Report Column: Leave this column blank for your application. This section is primarily intended for the final reporting stages after you have been approved and the project has been implemented.

Panel Review Process

Submitted applications are read by Broward County staff, Broward Cultural Council members, and/or knowledgeable art practitioners/experts from the local and national arts community. Each application will be read and scored according to the program's review criteria section. Once scores are received, Cultural Division staff will average and compile the top-rated applicants and recommend them for funding to the Broward Cultural Council for final funding approval.

Please note that there will be no public review process. Recommended applications will be announced on a rolling basis.

Disbursements and Payments

Funding is not guaranteed until an agreement has been fully executed. Once an agreement has been fully executed and all required documentation is provided, payment will be made to the awarded organization in one installment.

Project Reporting

At the conclusion of the applicable event period, awardees are required to submit an online project evaluation report to the Cultural Division within forty-five (45) days following the end of the funded event. This report allows the awarded organization to inform the Division of its progress toward achieving intended outcomes of the funded event. Project evaluation reports provide important data the Division uses to communicate the impact of the County's investment in the arts and culture sector.

In order to complete your project evaluation report, awardees must keep accurate records, receipts, invoices, and accounting for the actual uses of funds compared to the projected uses of funds detailed in the original application.

Please note that failure to complete this project report may negatively impact your ability to receive future funding from the Cultural Division (non-compliance) and result in disqualification from future applications. Project reports are to be submitted online within each grantee's online grant port .

Publicity & Credit Requirements

A condition of receiving funds from the Division is the inclusion of the [Cultural Division logo](#) on all applicable print and digital materials relating to the funded event. These include but are not limited to: the artist/project/organization website; printed collateral including signage, postcards and event programs/brochures; marketing materials, advertisements, and commercials. Press releases, radio announcements and on-stage remarks (if applicable), must include the attribution statement below.

Awardees are required to provide examples of these materials in their project evaluation report.

Attribution Statement:

“Made possible with support from the Broward County Cultural Division”



Visit the Funding section of Broward.org/Arts to access logos and for more information.

ArtsCalendar

In addition to displaying the Broward Cultural logo and attribution statement on marketing materials, the organization must register for an account on ArtsCalendar.com or log in to an existing account if they are a returning awardee. All awardees must “submit an event” for all Sponsorship funded events and link all Broward County grant-funded programming to their profile on the free site to maximize engagement and awareness.



Contacts



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