



Uptown Shelby Association
211 S. Trade St
Shelby NC 28150

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I Have A Great Idea for an Uptown Event!

The Uptown Shelby Association loves to hear new event ideas. Before adding a new event to the existing promotional calendar, USA needs to consider the following: a) would it produce a positive impact on Uptown Shelby? b) what would be the staff time involved in pre-planning, preparation, and producing the event (if any)? and c) would the event be able to support itself financially, or would it involve the budgeting of dollars by USA? Please assist USA in understanding the details of your event idea by completing the following information and submitting this information to USA for consideration. Submission does not constitute a guarantee.

All fields are required in order for the submission to be considered.

Contact Information

Name of Person Submitting Event _____

Email _____ Phone Number _____

Description of Event

Name of Event _____

Please give a brief description of the event in the space below, or add the description as an attachment to this form.

What month (s) and what day of week do you see this event taking place? _____

How often do you propose this event takes place? _____

Who is the market for this event? _____

Is there a way to tie this event directly to the Uptown Shelby businesses? If so, please explain.

Is this event currently taking place somewhere else that you are aware of? Yes _____ No _____

If yes, please give location, dates and times _____

Marketing

Please describe how this event would be marketed.

Labor

Please describe the pre-planning process for this event. Pre-planning is the development of the specific details for the event such as determining where the event will take place, hours of the event, groups to potentially reach out to for participation, and what types of activities will take place during the event. In your description please include who other than USA staff would be available to assist with the pre-planning process.

Please describe in detail the steps involved in the actual event preparation, the carrying out of the event details determined through the pre-planning process such as developing obtaining permits, developing brochures, flyers, and maps, making phone calls, putting details on a website, contacting vendors, selling tickets, etc. In your description please include who other than USA staff would be available to assist with the preparation process.

Please describe in detail the labor needs on the day of the event. In your description please include who other than USA staff would be available to provide labor the day of the event.

Funding

Please give a budget for all expenses related to this event. If you need more room than below please attach the budget on a separate sheet of paper. Note: income generators are revenue streams such as ticket sales, vendor space rentals, beverage sales, sponsorships, etc.

Description of Expense	Amount
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Total Expenses

Description of Income Generator	Amount
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Total Income Generators

Net Income (Total Income minus Total Expenses):

Have you included sponsorships as one of your income generators? If so do you have the ability to raise these sponsorships? Yes No

Thank you for taking the time to share your event idea with us. This information will be shared with USA's Promotion Committee and ultimately the Board of Directors. You may be asked to attend the monthly meeting of this committee to discuss your ideas. We appreciate your interest in bringing people to Uptown Shelby!