

## MARKETING/SPONSORSHIP GRANT OVERVIEW

The City of La Quinta offers a grant program for marketing and event sponsorship.

- Marketing/Sponsorship Grants go to nonprofit organizations that would benefit the City of La Quinta in a marketing capacity.
- Economic Development Grants go to organizations that will help strengthen the business community in La Quinta.
- Grants are considered and funded up to three times per year (rounds).
- Organizations that have been funded are ineligible for funding for the next fiscal year.
- All three rounds are held within the city's fiscal year (July 1- June 30).
- All funding requests must include a detailed marketing/media plan to be considered.

## IS MY ORGANIZATION ELIGIBLE?

### **Q: How much money is available?**

*A: Requests are limited to an amount not to exceed \$5,000. A second tier is available for Economic Development/Marketing requests above \$5,000 (submission of a detailed marketing/media plan is required). For Economic Development/Marketing requests above \$5,000, an in depth review will be conducted by the La Quinta Marketing Committee. Any funding amount requested could be adjusted to a lesser amount at the discretion and approval of the City Council.*

### **Q: Who can apply for this grant?**

*A: Applications are accepted from recognized organizations that would benefit the City of La Quinta in a marketing capacity. Second consideration is given to organizations that indirectly affect the quality of life for the residents of La Quinta.*

### **Q: Can an individual apply for this grant?**

*A: No, individuals are not eligible for funding through the City of La Quinta grant program.*

### **Q: Can my organization request "seed" money for a start-up?**

*A: Yes, organizations can request "seed" money; however, they are required to obtain matching funds from other sources in the same fiscal year before the grant funds will be released.*

### **Q: Is my organization eligible if we received Community Development Block Grant (CDBG) funds?**

*A: No, organizations that receive CDBG funds from the City of La Quinta during the same fiscal year are not eligible for funding.*

### **Q: Is my organization eligible if we received Community Services Grant (CSG) funds in the past?**

*A: Yes, and No. Organizations that were funded before June 30, 2023 are now eligible to apply. Organizations that were funded after July 1, 2023 are ineligible for funding and must wait until July 1, 2025 to re-apply.*

## THE PROCESS...

### **What you need to do:**

1. Determine eligibility based on the information provided above. If eligible, proceed to step 2.
2. Review the grants calendar for submission dates (in **red**). If within due date, proceed to step 3.
3. Fill out the grant application. Once completed proceed to step 4.
4. Submit application via email to [ccalderon@laquintaca.gov](mailto:ccalderon@laquintaca.gov), or in person to the Wellness Center.
  - a. The Wellness Center is located at 78450 Avenida La Fonda, La Quinta, CA 92253.

### **The next steps:**

5. Applications are received and reviewed by staff to ensure eligibility and completeness.
6. Completed grant applications will be reviewed by a designated Grant Review Committee (in **blue**).
  - a. The committee's review includes consideration of the funding amount, the included marketing/media plans, and the amount of impressions and visitors the event would bring to the city. If the committee approves the application, they will then recommend approval to the City Council.
7. Committee approved applications are submitted to the City Council for consideration and approval (in **green**)
8. If approved, funds will be dispersed to grantee (in **white**) and can be spent over a 12-month period.
9. Funding expenditures will need to be reported to the city at 6 months and a full reconciliation form with supporting documentation will be due before the end of the 12-month period.

For more information on the City of La Quinta Grant program, please contact the Community Resources Department at the Wellness Center 760.564.0096 or at 760.777.7183