

TOWN OF LENOX MASSACHUSETTS

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Town of Lenox Lenox Marketing & Events Committee

Special Event Application

Among the goals of the Lenox Marketing & Events Committee is to create events that will attract more visitors to Lenox which will increase revenues for the business community and the town (through the rooms and meals sales taxes).

Funds have been allocated to support events that contribute to accomplishing this goal. The Marketing and Events Committee is actively seeking proposals and will recommend that the town allocate seed money to organizations and individuals to partially fund events that will generate revenue for the town. Please anticipate in your planning that the seed money approval process will require action by the Marketing and Events Committee and The Board of Selectmen and may take up to eight weeks.

It is recognized that the summer season is already quite busy. Therefore, the committee is specifically seeking proposals for events that will take place during the Spring, Fall and Winter seasons.

As part of the process, upon completion, the committee will expect an after event evaluation and an opportunity to debrief your organization within thirty days after the event.

Those seeking support from the Town for a special event should complete the attached application form and submit 10 copies to the Town Manager's Office, Lenox Town Hall, 6 Walker Street, Lenox, MA 01240. Applications are reviewed on a rolling basis. After a complete application is received, the Marketing and Events Committee will schedule a time for the applicant to present their request at a regularly scheduled committee meeting.

TOWN OF LENOX
APPLICATION FOR SPECIAL EVENT SUPPORT

Organization Name: _____

Name of Lead Contact Person: _____

Contact Information: Phone: _____

Email: _____

Mailing Address: _____

Names of others assisting in the Event:

Event Title: _____ Date: _____

Location (s): _____

Amount of Town Funding Requested: _____

1. Event Description:

2. Provide a specific timeline for developing, organizing, marketing and executing the proposed event. For example: If the event is to take place on October 1st; list approximate dates for necessary work to be completed, e.g., organizational meeting, fundraising, publicity and other deadlines.

3. What is your budget? Please break it down as follows: (or submit a separate budget spreadsheet)

Expenses

Marketing
Postage
Printing
Advertising
Facility Costs
Other:

Income:

Town Support
Donations
Fees collected
Other

4. Will you require any other organizational or technical assistance? Please describe:

5. How will the additional funds be raised? Please be specific!

6. What additional information would you like to provide?