

Cherry Creek Arts Festival

Non-Profit Partner Program Overview & Application

Partnerships with other non-profit groups in the community continue to be developed as an increasing number of arts, minority and special interest organizations build economic alliances between the Cherry Creek Arts Festival (CCAF) and diverse segments in the community. The NPP program has provided over half a million dollars in shared proceeds to our partners over the life of the Arts Festival.

The NPP Program is designed to support non-profit groups in our community by offering an opportunity to 1) market their organization to the 350,000 annual visitors and 2) provide a revenue generating opportunity by having the NPPs donate time by staffing beverage booths during the festival. Beverage booths include Pepsi products, mixed alcohol drinks, beer products, wine tents and ice-cream products. Revenue for a non-profit organization's involvement comes from a percentage of the retail sales generated. CCAF relies on its income from retail sales as a primary revenue source, enabling the Arts Festival to continue the event as an annual tradition in Denver, and to establish year round support of art and education programs.

WHO SHOULD APPLY:

Groups must be a non-profit organization with the ability to provide a 501.c.3 letter from the IRS or a certificate of good standing from the Secretary of State. Proceed checks must be written to the organization, not to any individuals.

HOW TO APPLY:

Complete the application below and return prior to the April 1, 2011 deadline. Returning groups who qualify to participate again will be accepted as their applications are received. New applicants will be notified of their selection status by April 29, 2011.

HOW MUCH CAN WE RAISE?

Donations are calculated as a percentage of sales (beer at 12%; Pepsi, alcohol, wine & ice cream at 14%). Because sales fluctuate from year to year, and from booth to booth, we cannot provide an accurate estimate of how much your group can expect to receive, however, average donations typically range from approximately \$700-\$1000.

REQUIREMENTS FOR PARTICIPATION:

- ❖ NPPs are assigned a booth that must be fully staffed by the same organization all three days, for all hours of the festival, plus one hour before and after each day. (Detailed shift scheduling worksheets are distributed upon acceptance.) The number of volunteers needed in each booth varies – see the application below for more information.
- ❖ Volunteers in beer/alcohol/wine booths must be at least 21-years of age. Volunteers in Pepsi /ice-cream booths must be at least 16-years of age.
- ❖ CCAF is based on a cash system. NPP volunteers must be willing and able to handle cash properly and adhere to festival finance procedures.
- ❖ Beverage operations include inventory systems to track the yields and sales at each booth. NPPs will be responsible for completing inventory paperwork as instructed. One representative from each shift will be designated “Booth Supervisor” and complete the associated requirements.
- ❖ CCAF will provide a virtual training to be completed no later than June 24, 2011.
- ❖ Consistent communication, positive attitudes and lots of fun are also required!

FESTIVAL DAYS AND HOURS:

Saturday, July 2, 2011	10:00 a.m. to 8:00 p.m. (Festival Nights until 10:00 pm)
Sunday, July 3, 2011	10:00 a.m. to 8:00 p.m. (Festival Nights until 10:00 pm)
Monday, July 4, 2011	9:00 a.m. to 6:00 p.m.

DEADLINE TO APPLY: THURSDAY, APRIL 1, 2011



CHERRY CREEK ARTS FESTIVAL
APPLICATION FOR THE 2011
NON-PROFIT PARTNER PROGRAM



New Participant Returning Participant

Name of Organization: _____

Address: _____

City, State Zip: _____

FEIN (Tax ID Number): _____

Primary Contact: _____

Phone: _____ Cell: _____

Email: _____

Does your organization participate in similar programs with other festivals? If yes, which ones:

Booth Request: Rank your **top 4 choices**, with 1 indicating your first choice

- _____ Pepsi (Requires 3 volunteers per shift)
- _____ Pepsi – Culinary Row (Requires 4 volunteers per shift)
- _____ Pepsi – Festival Nights (Requires 3 volunteers per shift, plus additional hours)
- _____ Beer (Requires 3 volunteers per morning shift, 4 volunteers per afternoon shift)
- _____ Beer – Festival Nights (Requires 4 volunteers per shift, plus additional hours)
- _____ Alcohol (Requires 3 volunteers per shift)
- _____ Alcohol – Festival Nights (Requires 4 volunteers per shift, plus additional hours)
- _____ Wine Tents (Requires 3 volunteers per shift)
- _____ Wine Pavilion (Requires 3 volunteers per morning shift, 4 volunteers per afternoon shift)

Special Opportunities:

- _____ Artist Preview Event (Requires 4 volunteers, only Friday, July 1, 4:30 – 10:00 p.m.)
- _____ Festival Nights Team (Requires 5 volunteers, only July 2 & 3, 5:30 – 10:00 p.m.)

I have read and understand the requirements listed on page one:

Signature: _____ Date: _____

Return this completed application, **no later than April 1, 2011** to:

Cherry Creek Arts Festival	or	via fax: 303-840-3648
ATTN: Renee or Tim		email: ccafcoordinator@yahoo.com
2 Steele Street, Suite B-100		Questions?
Denver, CO 80206		Call Renee or Tim at (303) 840-0045