**BCIC’s Promotional Sponsorships**

**Funds to be used for:**
- Promotional Activity
- Community Event
- Program Sponsorships

**To promote:**
- Business development
- Tourism
- Quality of life programming

**Eligible expenses:**
- Ad buys
- Promotion of a specific event or program

**Ineligible expenses:** Ongoing administrative or operational expenses for the organization *do not qualify.*

**Did You Know?**
- Organizations can submit multiple applications for promotional funding.
- Each application must be for a different initiative, activity and event.
- Each application must not exceed $5,000.

**Initiatives, activities and events** that promote the development of new or expanded business opportunities and/or tourism in Brownsville – and programming that enhances the quality of life for Brownsville residents. *Sponsorship requests cannot exceed $5,000.*

**Eligible Applicants**
- Tax-exempt organizations as designated in Section 501c(3) of the IRS.
- A department of the City of Brownsville.

**Non-qualifying entities:**
- Individual schools (public or private)
- Religious or sectarian organizations
- Service clubs or fraternal organizations that serve a limited constituency
- Individual Little League teams or other youth athletic teams
- Religious causes
- Political parties, candidates or issues
- Requests from individuals (i.e. baby’s beauty pageant, cheerleader camp, class trips)