

PROMOTIONAL

Guidelines, Eligibility & Requirements

ELIGIBLE APPLICANTS



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.

- 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)

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.