



ALAMEDA
MUNICIPAL POWER

Community Sponsorship APPLICATION FORM

AMP is committed to service that goes beyond supplying reliable electricity to customers. Through thoughtful community sponsorships, AMP strives to increase the quality of life for all who live in the city of Alameda.

Customer Information

Event/Organization Name Island City Beat

Federal ID # 33-2852707

Are you a non-profit organization?

☒

Yes

☐

No

Contact Person's Name and Position _____

Phone Number _____

Email email@islandcitybeat.com

Street Address _____

City _____

State _____

Zip Code _____

AMP Customer?

☒

Yes

☐

No

Website URL _____

Event Date _____

Start Time _____

End Time _____

Event Background Information

1. What is the purpose of your event?

We are a local podcast and we plan to run a series on the history of why Alameda has it's own utility company in AMP.

2. What is the purpose of your organization?

Island Beat is a recorded community forum and podcast focused on energy, people, and quality-of-life in Alameda. The program features conversations with local experts on a variety of topics (e.g., law, employment, and housing), a Q&A with attendees, and practical tips for residents (e.g., local utilities, local businesses, the people, and events of Alameda). The edited episodes are published across Island City Beat's podcast feeds online.

3. Who is your audience and how many have attended in the past? (If a new event, what's the expected attendance?)

Alameda residents and small businesses interested in civic life, public services, sustainability, transportation, and housing. Our average number of streams per episode is:

While Island beat is locally focused, X percent of our traffic comes from outside of the city.

4. What other organizations are you seeking funding from?

Not any at this time.

5. Has AMP supported the organization/event in the past?

☐

Yes

☒

No

6. Provide a detailed list of all benefits and exposure AMP will receive (e.g. print ads, inserts, banners, etc.)

We are open to potentially any of the following:

"Presented by Alameda Municipal Power" verbal credit at event open/close

Sponsor logo + link on Island City Beat sponsor page for X days

one post-roll sponsor mention in episodes

Inclusion in email newsletter event announcement and recap



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Event Background Information (Continued)

7. Provide a timeline for the promotion of this event. From _____ To _____

8. How, specifically, will these funds be used?

Please see attached budget addendum for a complete breakdown of how these fund will be used.

Level of Support Requested

☐ \$100 ☐ \$250 ☐ \$500 ☐ \$750 ☒ \$1,000
☐ Other _____

Signature

I have read and agree to AMP's Sponsorship's Policy and certify that the sponsorship request meets all required criteria detailed in the policy and that all information provided by the applicant is true and correct.

Applicant Signature

Date

For Office Use Only

Application Received (Date) _____ ☐ Approved ☐ Declined

Approved By _____ Approved Amount _____

Approver Signature

Date