



**Visitor Industry Gala at The Riverhouse  
2011 Gala Beneficiary Application**

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Program Name

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Applicant Name / Signature

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Applicant Email Address

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Applicant Contact Phone Number(s)

Thank you for your interest in submitting a proposal to the 2011 Visitor Industry Gala at The Riverhouse Committee to be considered a beneficiary recipient. The application process is open to any established not-for-profit entity serving Central Oregon.

**Priority Consideration will be given to Applicants that can most effectively leverage Gala Resources and are willing to be actively involved in the Gala promotion and production:**

1. Capital Campaigns and/or permanent facility applicants will receive priority consideration.
2. Sustainability of the allocated resources will receive priority consideration (Gala Funds may be used as an endowment, rather than one-time infusion of funds)
3. A priority will further be given to capital projects with long-term worth and benefit to the community.
4. Preference given to initiation of new projects, or to completion of existing project. Start-up projects will be considered with proven support.
5. Preference given to projects benefiting people in need and social services.
6. Preference given to a project that has the demonstrated resources/contacts to support the Gala ticket sales, Silent Auction donations/procurement and entertainment solicitation/procurement.

The beneficiary will also be required to acquire appropriate items for the Silent Auction the night of the Gala. Although this is time consuming it creates great opportunities to raise funds. The beneficiary will be required to demonstrate that they have the volunteer base to accomplish this goal.

The ability to generate matching funds or matching cash donations is a plus. It is important to note that 100% of all proceeds go directly to the beneficiary. The more successful the event, the greater the proceeds dedicated to the beneficiary.

7. Demonstrated community-wide support for the program.

**Beneficiary Applicant Proposal should include the following information:**

- A written financial plan, budget, timeline and detailed overview of the program.
- List of committee, board of directors, advisory board who oversee the program.
- An explanation of the front-end commitment of significant support from the beneficiary to ensure the long-term stability of the program.
- Detailed explanation of program that outlines;
  - a) How the Gala funds will be utilized
  - b) Any matching/complementary funds to be utilized.
- Letters of support indicating broad-based impact upon Central Oregon.
- Any details that identify the compelling need or benefit from funding receipt.

<b>Application Period Opens:</b>	<b>September 2009</b>
<b>Application Period Closes:</b>	<b>September 28, 2009</b>
<b>Finalist Presentations to Gala Committee</b>	<b>October 2009</b>
<b>Gala at the Riverhouse</b>	<b>January 2010</b>

Please Complete this Cover Sheet and Attach to your application Materials

2011 Visitor Industry Gala at the Riverhouse  
c/o The Riverhouse  
Attn: Lara Wettig  
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Bend, OR 97701