

About us

The Urban Redevelopment Authority (URA) is Pittsburgh's economic development agency. Established in 1946, the URA believes successful economic development goes beyond building projects. By empowering people and forming mutually beneficial partnerships, our work has the power to transform the places we live for the betterment of all Pittsburghers.

Strategic Sponsorship Program Guidelines

Please carefully review the Strategic Sponsorship Program ("the Program") Guidelines before applying.

Goals

The Program provides grants to support City of Pittsburgh-based events, programs, and initiatives that:

1. Strive to make our city an equitable and inclusive place for all Pittsburghers;
2. Focus on improving business, housing, or economic conditions in Pittsburgh;
3. Connect Pittsburghers to the jobs and economic opportunities available in their communities and neighborhoods; and/or
4. Formalize collaborative partnerships across Pittsburgh's philanthropic, non-profit, business, and governmental sectors.

Funding

Grants are generally awarded in amounts of up to \$5,000.00. Award amounts are determined through a qualitative review of the event/program/initiative's alignment with one or more of the URA's economic development goals (see page 5), the potential community impact, and the strength of the applicant's submitted materials.

The URA may, at its discretion, award enhanced Sponsorship grants in amounts of up to \$10,000.00 for events/programs/initiatives that occur in, primarily serve/benefit, and/or are hosted by members of the communities centered in one or more of the seven [Avenues of Hope](#) corridors. Please note that enhanced awards are not automatic conferred to Avenues of Hope-related applications. Rather, the decision to award funding in excess of \$5,000.00 will be based solely upon the merits of applicants' vision and submitted application materials.

At its discretion, the URA reserves the right to decline funding or provide funding that is less than the amount requested by the applicant.

Application Window & Timeline

Applications are accepted on a rolling basis until the Program's funding is exhausted in that calendar year. When and if funds are exhausted, the URA's [Sponsorship webpage](#) will be updated to reflect the closure of that calendar year's Sponsorship program.

COVID-19

In the interest of public health, final award determinations for one-time in-person events may not be available until the 30-day period prior to the event start date. This policy allows the URA to assess real-time COVID-19 risk, determine if an in-person event can proceed safely, and act in a manner that is consistent with the latest public health guidance. The URA reserves the right to decline funding for in-person events if it determines that such an event would put attendees at undo risk of contracting COVID-19.

In this pandemic era, applicants are urged to carefully consider the risks and potential liabilities of hosting an in-person event before applying.

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Eligible Entities & Uses

City of Pittsburgh-based entities eligible to apply for Sponsorship funding include:

1. Non-profit agencies, including governmental agencies;
2. For-profit and non-profit partnerships where at least one partner is located within the boundaries of the City of Pittsburgh;
3. Community-based organizations; and/or
4. City of Pittsburgh-based small businesses executing a community event or program.

Grant funds may be used to for:

1. The payment of fees/rents for event space(s), including tents and other temporary structures;
2. The creation of advertisements and community outreach related to the sponsored activity;
3. Supplying the sponsored activity with supplies, including food and non-acholic drink; and/or
4. General support of the event, program, or initiative.

Ineligible Entities, Activities & Fund Uses

Consistent with all URA programming, Sponsorship grants *will not* be awarded to:

1. Entities located outside of Pittsburgh may be eligible for funding if the sponsored event/initiative primarily serves residents within the City of Pittsburgh.
2. Events/programs/initiatives that will occur or primarily serve communities located outside of the boundaries of the City of Pittsburgh.

Entities, events, and initiatives that may be ineligible for Program grants include those located/occurring in municipalities other than the City of Pittsburgh that use a Pittsburgh address. Applicants should consult the [US Census Bureau's Geocoder](#) tool to confirm geographic eligibility prior to applying.

Events, programs, and initiatives that are ineligible to receive Sponsorship funds include those which are:

1. Political in nature. Examples of such events include rallies for a campaigning or incumbent elected officials and/or any event which overtly or covertly endorses one elected official over another.
2. Religious in nature. Examples include events conducted primarily for the sake of proselytization for a religious group, denomination, or order, and/or any event which overtly or covertly endorses one religious' group over another.
 - Please note that religious, religion-affiliated and/or faith-based organizations may apply for funding so long as the sponsored event, program, or initiative is secular in nature.

These restrictions apply even if the applicants would otherwise be eligible for the program.

Further, **grant funds may not be spent on furnishing alcoholic beverages for events.** If the applicant intends to furnish alcohol as part of the event, program, or initiative, that applicant must attest that URA funding will not be used to purchase alcohol prior to grant disbursement.

Additional Conditions and Criteria for Applicants

All applicants considered for a Program grant must:

1. Provide proof of other sources of event/program/initiative financial support outside of the URA (i.e., prove the event is financially feasible with or without URA support);
2. Demonstrate thorough event/program/initiative planning and coordination;
3. At the URA's request, provide data for the event/program/initiative including anticipated/actual total cost, anticipated/actual impact, and/or the anticipated/actual number of individuals served.

Procedures Following Receipt of Application

1. All applications received by the URA are reviewed by the Executive Operations Coordinator (the "Coordinator") for completeness and alignment with the URA's economic development priorities.
2. Applicants who have submitted materially deficient and/or incomplete applications will be contacted by the Coordinator. These applicants will be given five business days to rectify deficiencies and/or supply missing information. Please note that applicants who miss this five business day correction window will not receive a grant award.
3. Applicants selected for funding by the Coordinator will be formally nominated for a grant award via a Sponsorship Memo, which is sent to the URA's Executive Leadership or final approval.

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4. Upon the Deputy's approval of a grant award, the Coordinator will contact the applicant to collect grant agreement, banking, and tax documentation. The applicant will also be provided URA branding resources for inclusion in related event/program/initiative materials.
5. Payment of grant funds will be issued via ACH to the applicant organization or its fiscal representative within fifteen business days of receipt of all grant-related documentation.
6. Following completion of the event/program/initiative, recipients may be required and should be prepared to provide the URA with recap details, including:
 - a. How the event/initiative/program supported the goals of the organization;
 - b. Measurable and non-measurable positive impacts;
 - c. Number of people served; and/or
 - d. Neighborhoods affected or involved.

Application Instructions

1. All applicants must complete either Strategic Sponsorship Application Sections A through B, or, in lieu of that, submit their pitch deck/analogous informational material. Applicants should take care to furnish information requested in the Sponsorship Application that may not be conveyed in their pitch deck/analogous information.
2. Submit completed applications to Daniel Grantham, Executive Operations Coordinator, via e-mail to dgrantham@ura.org.

Applications may be filled out and signed in handwriting or electronically. If you need additional space, please transfer application questions to a separate document and answer them there. Applicants can expect to hear back from the URA within 15 business days from the date of receipt of their application.

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SECTION A Applicant Information

Section A requests basic information about the Primary and partnering organizations' contact and other relevant information. Please accurately fill out the information in the space provided.

1. Primary Organization's Name: _____

2. Primary Organization's Address: _____

3. Primary Contact's Name: _____

4. Primary Contact's Phone #: _____

5. Primary Contact's Email: _____

6. Organization's Executive Director/Leader: _____

7. Primary Organization is:

- 501(3)(c) non-profit organization
- Public agency or unit of government
- Other (please explain): _____

8. (if applicable) Partner Org.'s Name: _____

9. (if applicable) Partner Org's Address: _____

10. (if applicable) Partner Org. is:

- A 501(3)(c) non-profit organization
- A public agency or unit of government
- Other (please explain): _____

11. (if applicable) Fiscal Agent's name: _____

12. (if applicable) Fiscal Agent's Address: _____

13. How much grant money are you requesting?: \$ _____

14. Will you accept partial funding if your request is not fully met? Yes No

SECTION B Event/Program/Initiative-specific Questions

Please note: Applicants may submit pitch decks/analogous material in lieu of providing responses to Section B questions. Applicants are advised to ensure supplemental materials cover the information requested in Section B.

Section B requests additional information about the organization and how it plans to spend the grant money. Please answer questions as thoroughly as possible. If more space is needed, you may transfer questions #1 through #7 to a separate document.

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1. What is your organization's mission?

2. How will the grant money be spent?

3. What additional funds, if any, are identified for the event or program? Please note that applicants without additional sources of funding will not be eligible for a URA Strategic Sponsorship Program Grant:

4. How will this grant help the organization reach its goal?

5. What need in the community will be met?

6. What neighborhood(s) will be affected?

7. How many people will be affected? _____

8. Out of the following URA focus areas, which best correspond to your activity? (*select all applicable*)

- Create more housing that is affordable to the average Pittsburgher
- Encourage more entrepreneurship and small business development
- Promote inclusive growth and quality job creation
- Expand neighborhood and main streets revitalization efforts
- Develop a talented workforce that is equipped with the skills of the future

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9. Yes or No: Is your event, program, or initiative being hosted or organized by an entity located in or near, slated to occur in or near, and/or will primarily serve or benefit the communities centered in one or more of the seven [Avenues of Hope](#) corridors?

**Section C
Signed Acknowledgment**

I, the undersigned, hereby signify that all information provided is true and correct to the best of my knowledge (Please note: you may submit with either an electronic or handwritten signature).

Signature

Date

Signer's Name (printed)