

About us

Established in 1946, the Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development enterprise, committed to building a prosperous and equitable economy for all of Pittsburgh. We help bridge public and private interests to invest in financially viable equitable developments that promote housing affordability, economic mobility, entrepreneurship, and neighborhood revitalization. Our work creates and sustains quality jobs, thriving neighborhoods, healthy communities, and sustainable businesses for the benefit of all Pittsburghers.

Sponsorship Program Guidelines

Please carefully review the Sponsorship Program Guidelines before applying.

Focus

The Sponsorship Program provides grants to support City of Pittsburgh-based events, programs, and initiatives that align with one or more of the following focus areas:

1. Making Pittsburgh a more equitable, inclusive place for all residents in all neighborhoods;
2. Providing equitable, high-quality economic development services;
3. Investing in economic and community development events, programs and initiatives that align with Pittsburgh's economic development goals;
4. Supporting or spurring the development of affordable housing;
5. Supporting entrepreneurship and small businesses;
6. Leveraging collaborative relationships with other economic development organizations;
7. Promoting investments that attract and retain businesses; and/or
8. Expanding community-based neighborhood development.

Funding

- Tier One Sponsorship: up to \$1,500
- Tier Two Sponsorship: \$5,000
- Avenues of Hope Sponsorship: \$7,500

Award amounts are determined by a Sponsorship Review Committee which conducts a qualitative review of the event/program/initiative's alignment with one or more of the above stated focus areas, the potential community impact, and the strength of the applicant's submitted materials.

Avenues of Hope Sponsorship grants are reserved **for events, programs and initiatives that occur in, primarily serve/benefit, and/or are hosted by members of the communities centered** on one of the seven [Avenues of Hope corridors](#). Please note that enhanced awards are not automatically 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.

Application Window & Timeline

The Sponsorship Program timeline is as follows:

- **January 8, 2024** – Application window opens
- **February 13, 2024** – Sponsorship Application Office Hours (In-person or Virtual)
- **March 8, 2024** – Application window closes
- **March 10, 2024** - Application review period begins
- **April 8, 2024** – Awardees notified

Eligible Entities & Uses

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

1. Nonprofit entities;
2. Governmental agencies;
3. For-profit and/or nonprofit partnerships where at least one partner is located within the boundaries of the City of Pittsburgh;
4. Community-based organizations;
5. City of Pittsburgh-based small businesses; and/or
6. Individual applicants who will receive grant funds through a fiscal partnership with a not-for-profit organization.

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 food, non-acholic drink, and other essential materials; and/or
4. General support of the eligible activity.

Ineligible Entities, Activities & Fund Uses

Sponsorship Program grants **will not** be awarded to:

1. Entities which have not registered with the [City of Pittsburgh's Tax Compliance Office](#).
2. Events/programs/initiatives that will occur or primarily serve communities located outside of the boundaries of the City of Pittsburgh.

The geographic eligibility of the planned activity's location should be confirmed prior to applying, even in cases when the applicant(s) and/or planned activity's location has a Pittsburgh mailing address. Please use the [Pennsylvania Municipal Statistics](#) tool to confirm such eligibility.

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

1. *Political in nature.* Examples of such events include rallies for a campaign or incumbent elected officials and/or any event which overtly or implicitly 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, any event which overtly or implicitly endorses one religious group over another, and/or excludes participation based upon religious affiliation.
 - *Please note that religious and/or religion-affiliated organizations may apply for funding so long as the sponsored event, program, or initiative is secular in nature.*

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 Sponsorship Program grant must:

1. Provide proof of other sources of financial support outside of the URA (i.e., prove the event is financially feasible with or without URA support);
2. If applicable, carry appropriate liability and/or other applicable insurance;

Procedures Following Receipt of Application

1. All applications received by the URA are reviewed for completeness and alignment with the URA's economic development priorities.
 - a. Applicants who have submitted materially deficient and/or incomplete applications will be contacted. These applicants will be given five (5) 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.
2. Applicants selected for funding by the Sponsorship Review Committee.
3. Upon the approval of a grant award, applicant will be contacted to collect grant agreement, banking, and tax documentation.
4. The applicant will be provided URA branding resources for inclusion in the eligible activity's materials.
5. Payment of grant funds will be issued via automated clearing house (ACH) payment to the applicant organization or its fiscal representative's bank account, usually within 15 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