

MMDC Event Sponsorships

FAQ + Guidelines



What type of events do you support?

MMDC looks to support events that build on the positive momentum in the Medical District, activate and connect people to places within the District, and build community in these spaces.

For example:

- **Neighborhood Events:** Events within parks, greenspaces, and plazas in your neighborhood.
- **Festivals:** Large events that typically draw 1,000+ attendees.
- **Institutional Events:** Events organized by students, employees, and professional development groups, which can also be held on institutional campuses.
- **Business Events:** Including grand openings, product launches, holiday markets, and more.

How much do you offer?

MMDC offers neighborhood event sponsorships between \$500 and \$1,500 depending on the need.

Applicants may only receive one grant per calendar year.

If you are planning a series of events, please provide one application; funding limits apply to the entire series.

What else does your sponsorship include?

In addition to financial benefits, MMDC will help promote the event by sharing it on our website calendar and social media platforms. The frequency and format of social media sharing are at the discretion of MMDC.

When should I apply?

Applications are reviewed on a monthly, rolling basis. We recommend a 2–3 month lead time prior to the event, but you can apply at any time as long as the event takes place within the current calendar year.

How do you determine who receives funding?

Our Operations team reviews applications monthly and awards funding based on an impact assessment rubric. This rubric is based on our mission goals: vibrancy, equity, safety, and collaboration, as well as the applicant's ability to clearly articulate their event plan.

Additional considerations include:

District Promotion: Does the event attract new people or provide a new way to experience District assets?

Place Activation: Does the event activate and connect people to spaces in the District?

Diversity: Does the event target a wide variety of stakeholder groups?

Business Promotion: Does the event promote or partner with (as a vendor) a District business?

Clarity + Accuracy: Is the application complete and the budget realistic?

Application / Grant Process

1. **Organize your details:** Consider hosting in public spaces like Health Sciences Park, Morris Park, or District plazas and campuses. You are responsible for securing any needed City permits.
2. **Confirm your budget:** Provide an event budget; we fund up to \$1,500.
3. **Submit Application:** Fill out the Event Grant Application detailing your event and budget. If awarded, you will receive half of your funding upfront.
4. **Notification:** You will be notified of your award between 1–3 weeks after submission.
5. **Agreement:** Sign the sponsorship agreement.
6. **Marketing:** Add our logo to promotional materials and share them with info@memphismedicaldistrict.org 7–14 days prior to the event.
7. **Social Media:** We ask that you tag (@themedicaldistrict) and/or collaborate with us on Instagram when promoting your event .
8. **Host your event and have fun!**
9. **Post-Event Survey:** Complete the survey and provide an event recap (including photos) within 2 weeks of event completion.
10. **Final Installment:** Receive the second and final grant installment.
11. **Plan ahead:** Start planning for your next event for the following year!

Contact info@memphismedicaldistrict.org for technical assistance or clarification of the application process.