



201 E. Brambleton Avenue • Norfolk, VA 23510 • (757) 664-6880 main

www.norfolk.gov/specialevents

TOWN POINT PARK APPLICATION GUIDELINES

Town Point Park is Norfolk’s premier waterfront entertainment venue and serves as a destination for signature festivals, cultural and educational events. The venue is designed to support the highest caliber of events and programming scheduled for this location must be executed by experienced event organizers with a proven event history that will provide safe and family friendly events in a manner that protects the park’s infrastructure and amenities.

Town Point Park Guidelines

- Events must be open to the public (no private events).
- Gated (ticketed) events that take place on (3) consecutive days are not permitted on consecutive weekends.
- Gated events are not allowed on major holidays.
- The event manager must be an employee of the organizing entity. Third party organizers and commission contracts are not permitted.
- Town Point Park Supplemental Application is required for all new (non-annual) Town Point Park events. Application is required for all events new to Town Point Park even if held previously at alternate locations in the City of Norfolk.
- City of Norfolk events, Norfolk Festevents programming, annual Town Point Park events and required park maintenance take priority for scheduling. New event applications are reviewed & scheduled based on remaining availability.

Application & Contract Requirements

1. Application must be submitted a **minimum of 9 months** in advance of the event date to be considered. Applications will not be accepted that are past the required deadline.
2. Town Point Park Supplemental Application should be submitted with the Special Event Permit Application. Review will not commence until both completed applications are submitted. Incomplete applications will not be processed.
3. Rental requires a Facility Lease contract with the City of Norfolk. A contract will be issued following City approval and date confirmation. A W-9 from the organizing entity is required with the Facility Lease contract.
4. Applications for events new to Town Point Park will require review by the Norfolk Event Panel or a sub-committee for approval. If multiple applications are received for the same date each will be provided the opportunity to present to the panel for review. The panel will make a recommendation for further review by the City Manager’s office if necessary.

Deposit Requirements & Cancellation Policy

A deposit of 50% of the estimated event day rental amount is required at the time of application submittal in addition to the application fee. Deposit requirements below are based on single day events. Deposit will be applied towards balance due of rent/expenses for the event.

	Rent (Per Event Day)	Required Deposit
Town Point Park (ALL)	\$5,000	\$2,500
East Lawn	\$3,500	\$1,750
Festival Field	\$3,000	\$1,500
TowneBank Fountain Park	\$500	\$250

RUNS/WALKS: Run/Walk events utilizing Town Point Park as the start/finish location only are charged an hourly rental rate of \$250/hour. Required deposit is 50% of total daily rental rate (rental rate determined from start of on-site registration/check-in thru the end of the event).

IMPORTANT: *Equipment, performance area, dressing rooms, cleanup, staff and utilities are not included in rental fee. Rent for a load-in day is an additional fee equivalent to 50% of daily event rate. A full estimate of expenses will be provided by Special Events.*

Cancellation Policy:

- Deposit is refundable only if application is not approved by the City or if an acceptable date is not available within the requested calendar year for the event.
- Deposit is non-refundable if the event is cancelled for any reason after City approval and date confirmation.
- Deposit may be credited towards an alternate date only if the event is postponed within the required cancellation timeframe due to inclement weather. Special Events will establish the required inclement weather cancellation deadline to be eligible for a credit based on the circumstances surrounding the event (minimum 48 hours prior to load-in for the event).



TOWN POINT PARK SUPPLEMENTAL APPLICATION

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For Office Use Only

Date Received: _____ Deposit Amount: _____ Deposit Paid: YES NO

EVENT NAME: _____

EVENT DATE(S): _____

Applicant (Event Organizer)

FINANCIAL REFERENCES

Bank Name: _____ Phone: _____
Address: _____ City/State/Zip: _____
Account #: _____ Officer in Charge: _____

FUNDRAISER

Please indicate if the proposed event is a fundraiser or benefit for a charity or other type of organization. If applicable, list the beneficiary organizations and describe the type of support or contribution they will receive from the event.

N/A

BENEFICIARY	TYPE OF CONTRIBUTION
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

EVENT PORTFOLIO

Applicant must be able to demonstrate a track record of successful event execution. Please provide examples of events previously and/or annually produced by the applicant. Include event name(s), date(s), location(s) and a detailed description of the event (i.e. attendance, # of vendors, entertainment, etc.). Experience with outdoor event production should be highlighted.

Large empty rectangular box for event portfolio details.

City of Norfolk Special Events Town Point Park Supplemental Application



Event Information

The following information should be provided as attachments to this form and is a requirement to complete review of the application. Incomplete applications will not be processed.

SCHEDULE OF EVENTS / PRODUCTION TIMELINE

- Provide the proposed programming schedule for the event.
- Schedule should detail the full production timeline, including proposed event and vendor load-in & load-out schedules.

ENTERTAINMENT LIST

- Provide a list of live entertainment that will perform at the event (i.e. musicians, DJs, dance/performance groups, etc.).
- Describe any additional entertainment activities included in the event (i.e. amusements, demonstrations, interactive games, etc.)

EVENT BUDGET / SPONSORSHIPS

- Provide a draft budget for the event.
- If sponsorships are required to finance the event, please list proposed event sponsors.

EVENT COMMITTEE STRUCTURE / ORGANIZATION CHART

- Describe the operating structure of the committee/organization that will be producing the event.
- Please indicate specific responsibilities for each member.

PUBLIC RELATIONS & MARKETING PLAN

- Provide a proposed marketing, advertising and public relations plan for the event.
- Please include a strategy to engage the Downtown businesses/residents in the overall plan.

EVENT LAYOUT

- Provide a proposed event layout for the event in Town Point Park.
- Label all components (stages, tents, restrooms, dumpster, activities, medical, vendors, etc.).

TICKETING *(if applicable)*

- Provide information on proposed ticketing provider, ticket sales outlets and event staffing plan.
- Provide ticket prices (all levels), discounts and VIP packages.

By signing below the applicant certifies that the above and attached information is accurate. The applicant also acknowledges receipt, review & understanding of the Town Point Park Application Guidelines.

Signature: _____

Date: _____

Print Name: _____