

APPLICATION FOR SPONSORSHIP

CITY OF COLUMBIA PARKING SERVICES

2025 HEART HEALTH AWARENESS INITIATIVE

The City of Columbia Parking Services, in coordination with the local chapter of The American Heart Association, announces its 3rd annual initiative to bring awareness of heart health to the City of Columbia through a campaign enlisting sponsors for specialty painting of 5 parking meters in each of 3 downtown districts: Five Points, The Vista, and Main Street.

This special initiative is limited to 15 sponsors (5 in each district with limited restrictions) and is available on a first-come, first-served basis. Each sponsorship costs \$500, 100% of which will be tax-deductible as a donation to The American Heart Association. Between May 1st and May 31st, coins collected by each specially painted meter will also be donated to The American Heart Association.

Sponsors will receive local media attention through the City of Columbia and the American Heart Association.

Each sponsor may choose its preferred meter and location in one of the 3 districts and is responsible for painting and/or decorating the sponsored meter. The City will provide guidance on decorating the meters and provide final approval for all artwork. At the end of the month, each sponsor will be awarded the decorated meter head for future display.

Important dates:

- April 10th: Application submission due
- April 11th: Pickup meter heads @ 820 Washington Street Parking Services office
- April 25th: Meter heads due back to Parking Services
- April 29th: Meter heads installed on street with media coverage
- June 2nd: Meters removed from street

For more information and applications, please contact George Floyd, Parking Services Business Liaison at 803.521.7758 or george.floyd@columbiasc.gov.

Name of Business: _____

Contact Person: _____ Signature _____

Phone # _____ Email: _____

Address: _____

Mailing address (if different): _____

District: (circle one) Five Points The Vista Main Street

