

CRDA

Casino Reinvestment Development Authority



SPONSORSHIP APPLICATION

Project Name

15 S. Pennsylvania Avenue
Atlantic City, NJ 08401

www.njcrda.com
Phone: (609) 347-0500

Mikie Sherrill, *Governor*
Eric Scheffler, *Executive Director*
Maisha Y. Moore, *Deputy Executive Director*

Received by staff on: _____

Revised January 2026



15 South Pennsylvania Avenue
Atlantic City, New Jersey 08401
Office: (609) 347-0500
Fax: (609) 340-8016
Web: www.njcrda.com

Dear Applicant,

Thank you for your interest and your submission of application for assistance from the Casino Reinvestment Development Authority (CRDA). The CRDA is dedicated to facilitating economic and community development opportunities throughout the City. The Authority seeks to achieve this by leveraging its available assets and revenues with private investment capital to support various projects meant to revitalize Atlantic City. Given that the CRDA oversees land use planning in the Tourism District, it also continues its mission to create new opportunities to attract visitors to Atlantic City by presenting world class entertainment events and conventions at Historic Boardwalk Hall, the Convention Center and other local venues.

We are dedicated to the reinvestment of Atlantic City through the support and creation of various initiatives. Once we receive your completed application, our team will review and evaluate your submission. You will be notified in writing of our decision for funding. Sponsorship requests will not exceed \$5,000. No application is considered awarded unless your application is approved by the Executive Director or Deputy Executive Director. Please note that a processing timeframe for all applications typically range between 30 to 90 workdays.

Please make sure to follow all the instructions provided within this application packet. Should you need technical assistance, please do not hesitate to reach out to Dawn Hinton at (609) 347-0500. We thank you again for your time and we look forward to working and partnering with you to build a better future for Atlantic City.

Sincerely,

Maisha Y. Moore

Maisha Y. Moore
Deputy Executive Director



Mission Statement

The CRDA's mission is to maintain public confidence in the casino gaming industry as a unique tool of urban redevelopment for the City of Atlantic City and to directly facilitate the redevelopment of existing blighted areas and to address the pressing social and economic needs of the residents of the city of Atlantic City. The CRDA, through its shared powers of planning and zoning with the City, uses casino tax dollars generated by the casino industry as a catalyst for meaningful, positive change and in doing so, the CRDA has positively altered the Atlantic City's residential, commercial, cultural, and social landscape, while financially supporting quality-of-life improvement efforts throughout the City.

Sponsorship Application Instructions

Please make sure to read all the instructions for this Sponsorship Application and provide the requested documents upon submission. Please note, any omissions or failure to provide necessary documentations to the CRDA could delay the processing of this application. The CRDA reserves the right to deny or alter funding amounts as it deems necessary.

Sponsorship Defined

For purposes of the CRDA's Sponsorship Application, funding may be requested when added financial support to execute an organizations event or project is needed.

Eligibility

1. Non -profit 501 (c)3, not-for-profit, and or tax-exempt organization.
2. All projects considered for a sponsorship must benefit the residents and community of Atlantic City, New Jersey.
3. A sponsorship recipient may only receive funding once per year from the date funds were approved and may reapply for additional funding the following year, if available.
4. Sponsorships levels required. Budget pages will not be accepted.

All applicants must provide (1) original and (1) copy of a complete application, along with a copy of the event sponsorship levels. This application can be emailed, delivered in person, or mailed to:

Casino Reinvestment Development Authority
15 S. Pennsylvania Avenue
Atlantic City, New Jersey 08401
Attn: Dawn Hinton
dhinton@njcrda.com



The name of the event to be sponsored must be listed on the front page of this application. The applicants name, address and contact information must also be included in the application package. **The Authority reserves the right to ask for any additional information and/or documentation pertaining to the event or project. All funds will be disbursed once the CRDA receives all necessary documents.**

Application Check List:

- ☐ Completed and signed application. *(All pages must be completed)*
- ☐ Please provide Federal ID#
- ☐ Please attach event flyer and levels of sponsorship information
- ☐ W-9, if awarded Sponsorship funds
- ☐ Tax Clearance Certification from the NJ Division of Taxation
[https://www.nj.gov/treasury/taxation/busasst.shtml#:~:text=NJ%20Taxation&text=New%20Jersey%20offers%20grants%2C%20loans,Services%20\(PBS\)%20portal%20account.](https://www.nj.gov/treasury/taxation/busasst.shtml#:~:text=NJ%20Taxation&text=New%20Jersey%20offers%20grants%2C%20loans,Services%20(PBS)%20portal%20account.)

Sponsorship Application

Date of Application: _____

Name of Entity / Organization: _____

(If Organization, this should be the same as on IRS determination letter and as supplied on IRS Form 990)

Name of Event: _____

(Please submit a copy of the event flyer to this application)

Federal ID # : _____

(Issued by Federal Government for Tax Purposes)

Sponsorship Request Amount: \$ _____

(Sponsorship requests cannot exceed \$5,000)

Primary Contract: _____

(Person in charge of signing contract)

Email: _____

Phone: _____

Fax: _____

Address: _____

(Please provide the mailing address where the check is to be mailed)

Date(s) of the Event: _____

Will the Event Take Place in Atlantic City? ☐ Yes ☐ No

Event Location: _____

Have You Received Prior Funding From the CRDA? ☐ Yes ☐ No If Yes, What Year? _____

Type of Event: _____ Amount Given: \$ _____

Have Other Sponsors Been Approached for this Event ? ☐ Yes ☐ No

What is the Deadline for Your Funding Request? _____

(What date do you need the funding by?)

Are You or Any of Your Immediate Family Members Employed by the CRDA? ☐ Yes ☐ No

If Yes, Please State Name(s): _____

Are You a Current or Past CRDA Board Member? If Yes, When? _____

Purpose/Goals of the Event:

(Please use additional page if you need more space or you can attach proposal documents)

Sponsorship Application

The CRDA is committed to ensuring that all project funds have a return on investment to the Atlantic City community. Please answer the following questions to the best of your abilities with respect to scope and what groups stand to benefit from this project.

Please provide a brief description of your entity/organization and it's track record in Atlantic City prior to this Sponsorship Application.

(Please use an additional sheet if necessary)

Please describe the immediate benefactors that will benefit from the funding of this sponsorship. Are they Atlantic City residents? Please be as specific as possible and please provide an estimated number of people to be impacted.

(Please use an additional sheet if necessary)

Please provide to the best of you knowledge the number of people that will be impacted by your event. Is this an event you wish to replicate in the future? If so, are there other partners/stakeholders that should be involved?

(Please use an additional sheet if necessary)



I CERTIFY, TO THE BEST OF MY KNOWLEDGE, THAT:

- 1.** All information provided in this section of this application is correct and truthful.
- 2.** All funds disbursed by the CRDA for this project were not re-distributed and were used in the manner originally proposed.
- 3.** All funds granted by the CRDA was used in a lawful manner.

Signature(s):

*Authorized Individual(s) to Sign on Behalf of
Person, Organization or Entity*

Print Name

Date