



In accordance with Phoenix City Code Section 3-10, a Major Event Organizer planning to host a Major Event and erect temporary signs in the Major Event Area that are not otherwise permitted by City Code must submit an application at least 180 days before the Major Event.

Please see City Code [Section 3-10](#) for definition Major Event Organizer, Major Event and Major Event Area.

Major Event Organizer or designee: _____

Name of the Major Event: _____

Dates and times of the Major Event: _____

Applicant Name: _____ Applicant Signature: _____

Phone: _____ Email: _____

An independent third-party analysis demonstrating the event is expected to generate at least \$30 million in overall economic impact must be included with this application. This can include an independent analysis used for the major event within the City of Phoenix or another jurisdiction.

This application will be reviewed by the Planning & Development Department and the Phoenix Convention Center, and a decision will be rendered within 45 days.

----- Staff Use Only -----

Date received: _____

Route the application and independent analysis to the Planning & Development Director and Phoenix Convention Center Director.

Planning & Development Director Signature: _____
 Approve Deny

Phoenix Convention Center Director Signature: _____
 Approve Deny

Approval Stipulations or Denial Reasoning: _____

