

# 2018 Special Event Partnership Funding Application

*Note: Refer to the "2018 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.*

## Section 1: Contact Information

Special Event Name:

Event Date:

Event Host Organization:

What other events have been produced by event promoter or host organization?

Event Mailing Address:

Event Office Phone:

Event Director or Producer:

Title:

Email:

Phone:

Person Completing Application:

Title:

Email:

Phone:

Event Website URL:

Unique Visitors in Past 12 Months:

Facebook Page URL:

Number of Facebook "Likes":

Instagram Handle:

Number of Instagram Followers:

Twitter Handle:

Number of Twitter Followers:

YouTube URL:

## **Section 2: Event Overview**

- Q2.1 Where will event take place?
- Q2.2 Will this be an annual event in the North Lake Tahoe region?
- Yes
  - No (If “no”, explain why)
- Q2.3 Including 2017, how many years has the event occurred in the North Lake Tahoe region?
- Q2.4 Can spectators (general public) attend event?
- Yes
  - No
- Q2.5 Will there be a charge for spectators (general public) to attend the event?
- Yes (If “yes”, provide ticket information: quantity, cost, etc.)
- No

## **Section 3: Financial**

- Q3.1 What is the dollar amount of Funding being requested?
- Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.)
- Q3.3 If Partnership Funding is not awarded, will the event still take place?
- Yes
  - No (If “no”, explain why)
- Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.
- Q3.5 Will event solicit additional sponsors, either cash or in-kind?
- Yes
  - No (If “no”, explain why)

## **Section 4: Marketing, Advertising, Public Relations**

- Q4.1 2018 In-Market Paid Advertising Budget:
- Q4.2 2018 Out-of-Market Paid Advertising Budget:
- Q4.3 Optional: 2017 Out-of-Marketing Public Relations Equivalency:

## **Section 5: Broadcast Opportunities (TV or Webcast)**

Q5.1 Does the event have media partners, either local and/or out-of-market?

- Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)

No

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

- Yes (Continue to Q5.3)
- No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

- Local
- Regional (Identify cities or DMAs)
- National
- International

Q5.4 Provide details about the applicable broadcast coverage and anticipated air dates.

- Network or Cable TV
  - Broadcast Affiliates:
  - Air Dates:
  - Program Length:
- Webcast
  - Provider:
  - Air Dates:
  - Program Length:
- Remarks, if any:

Q5.5 Are household ratings or viewership numbers available from the previous year's broadcast?

- Yes (Provide details)
- No

Q5.6 Can the NLTRA receive complementary commercial time during the broadcast as a sponsorship amenity?

- Yes
- No

Q5.7 Can the NLTRA receive promotional exposure (interviews, vignettes, etc.) during the broadcast?

- Yes
- No

Q5.8 If complementary commercial time and/or promotional exposure is available to the NLTRA, summarize opportunities.

## **Section 6: Lodging Partnerships**

Q6.1 Identify the event's Placer County lodging partners in 2017.

Q6.2 Identify the event's anticipated Placer County lodging partners for 2018. List type of partnership if one has already been established.

## **Section 7: Attendance**

Q7.1 2017 Spectator/Fan Attendance:

- Unique Individuals:
- Overall Event Attendance:

Q7.2 2017 Participants in Attendance:

Q7.3 Explain how 2017 attendance (Q7.1 and Q7.2) was calculated.

Q7.4 Spectators/Fans: Based on the 2017 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated)

Q7.5 Participants: Based on the 2017 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated)

Q7.6 2018 Projected Spectator/Fan Attendance:

- Unique Individuals:
- Overall Event Attendance:

Q7.7 2018 Projected Participants:

Q7.8 Explain how 2018 attendance (Q7.6 and Q7.7) was calculated.

## **Section 8: Room Nights**

Q8.1 2017 Placer County Room Nights

- Paid Room Nights:
- Complimentary Room Nights:

Q8.2 Explain how 2017 room nights were calculated.

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event?

Q8.4 2018 Placer County Room Nights

- Projected Paid Room Nights:
- Projected Complimentary Room Nights:

Q8.5 Explain how 2018 room nights were calculated.

## **Section 9: Event Staff & Board of Directors**

Q9.1 Is event produced by a paid staff or volunteer committee?

- Paid Staff
- Volunteer Committee

Q9.2 Provide the names and positions of the events key staff/volunteers.

Q9.3 Provide the names of events Board of Directors, if applicable.

## **Section 10: Sponsors**

Q10.1 Identify the top 5 sponsors of the 2017 event.

Q10.2 Identify the top 5 sponsors that the event will target for 2018.

## **Section 11: Acknowledgements & Electronic Signature**

Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.

- Yes
- No (If “no”, explain why)

Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.

- Yes
- No (If “no”, explain why)

Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.

- Yes
- No (If “no”, explain why)

Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or share existing information if event conducts their own survey.

- Yes
- No (If “no”, explain why)

Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing.

- Yes
- No (If “no”, explain why)

Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials.

- Yes
- No (If “no”, explain why)

Q11.7 If Partnership Funding is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.

- Yes
- No (If “no”, explain why)

Type your name and date, which denotes your signature as an authorized representative of the event.

Name:

Date:

## Required Supplemental Documents

Document #1: Event Overview

- Yes, will submit
- No, will not submit

Document #2: 2017 Profit & Loss Statement

- Yes, will submit
- No, will not submit

Document #3: 2018 Event Budget

- Yes, will submit
- No, will not submit

Document #4: Marketing/Promotional Plans – Part A: Marketing Plan Without Receipt of Funding, Part B:

Marketing/Promotional Initiatives to be implemented with Receipt of Funding

- Yes, will submit
- No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

- Yes, will submit
- No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

- Yes, will submit
- No, will not submit