



north lake tahoe
Incline Village/Crystal Bay Visitors Bureau

Special Event Partnership Funding Application

Note: Refer to the "2017/18 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 In-Market Paid Advertising Budget:

Q4.2 Out-of-Market Paid Advertising Budget:

Q4.3 Optional: 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 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 IVCBVB receive complementary commercial time during the broadcast as a sponsorship amenity?

- Yes
- No

Q5.7 Can the IVCBVB 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 IVCBVB, summarize opportunities.

Section 6: Lodging Partnerships

- Q6.1 Identify the event's Incline Village/Crystal Bay lodging partners from prior year.
- Q6.2 Identify the event's anticipated Incline Village/Crystal Bay lodging partners for current year. List type of partnership if one has already been established.

Section 7: Attendance

- Q7.1 Prior Estimated Spectator/Fan Attendance:
- Unique Individuals:
 - Overall Event Attendance:
- Q7.2 Estimated Participants in Attendance:
- Q7.3 Explain how prior attendance (Q7.1 and Q7.2) was calculated.
- Q7.4 Spectators/Fans: Based on prior year spectator/fan attendance figures (Q7.1), what percentage is estimated to be from out-of-market? (Explain how percentage is calculated)
- Q7.5 Participants: Based on prior year participants attendance figures (Q7.2), what percentage is estimated to be from out-of-market? (Explain how percentage is calculated)
- Q7.6 Current Projected Spectator/Fan Attendance:
- Unique Individuals:
 - Overall Event Attendance:
- Q7.7 Current Projected Participants:
- Q7.8 Explain how current attendance (Q7.6 and Q7.7) was calculated.

Section 8: Room Nights

- Q8.1 Prior year Incline Village/Crystal Bay Room Nights
- Estimated Paid Room Nights:
 - Estimated Complementary Room Nights:
- Q8.2 Explain how prior room nights were calculated.
- Q8.3 Which Incline Village/Crystal Bay lodging properties feasibly received room nights as a result of the event?
- Q8.4 Current year Incline Village/Crystal Bay Room Nights
- Projected Paid Room Nights:
 - Projected Complementary Room Nights:
- Q8.5 Explain how Current 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 prior year(s) event.

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

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 Incline Village/Crystal Bay lodging property.

- Yes
- No (If “no”, explain why)

Q11.4 Event will collaborate with the IVCBVB (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 North Lake Tahoe brand 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 IVCBVB 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: Prior Year Profit & Loss Statement

- Yes, will submit
- No, will not submit

Document #3: Current Year 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 IVCBVB

- Yes, will submit
- No, will not submit

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

- Yes, will submit
- No, will not submit