

Application for NCOT Event Sponsorship

The Nevada Commission on Tourism (NCOT) considers event sponsorships on a quarterly basis for the purpose of promoting tourism to both in-state and out-of-state visitors. Unlike the rural grant program, Nevada events held in communities of more than 100,000 residents may be eligible to receive funding. On a fiscal year basis, \$125,000 is available for NCOT to award upon review. The objectives of the Commission's funding support are as follows:

1. To provide funding to new and existing events for the promotion of Nevada outdoor recreation, sports, arts, and heritage that have the potential to generate tourism to or within the state. Preference will be given to events which have high potential for drawing out-of-market, out-of-state, or international attendance, improve direct visitor spending, and promote overnight stays.
2. To provide seed funding for new events or to assist with event growth. Future sponsorship funding will decrease over time as the events become successful enough to become self-sustaining.

EVENT SUMMARY

Name of Event:

Event Dates:

Requested Amount of Funding:

Total Estimated Cost of Event:

Location of Event:

Is this a new event?

If no, what year did the event begin?

Has this event received previous sponsorship funding from Nevada Commission on Tourism or Travel Nevada?

APPLICANT BACKGROUND

Sponsoring Organization:

Address:

City/State/Zip:

Primary Contact/Title:

Phone Numbers:

Website:

Brief description of your organization:

Purpose of the event for which funding is requested:

Officers of the organization:

Are you a registered business in the State of Nevada? *If not, please note you must be a registered vendor to accept funding.*

Please disclose the name and relationship of any business or family connection with Nevada government.

EVENT BACKGROUND

Describe how the Sponsorship will support the event:

Provide a timeline for the event, and a date when funding is required:

Describe other financial support for this event. Please list the names of other public partners, and if possible, the names of top contributors of financial or in-kind support.

Explain how this Sponsorship will support the Travel Nevada brand by describing the following:

How will this event support Nevada tourism?

How can Travel Nevada activate awareness of the Nevada brand among participants and spectators?

Describe how this event will provide media exposure, local, state, national and international for the event, for Nevada tourism and specifically Travel Nevada. Include dates of exposure and due dates for any creative to be provided by Travel Nevada.

Are there opportunities for Travel Nevada to secure customer data for marketing initiatives?

Are there any risks this event could pose for the Travel Nevada brand and can you provide a plan for mitigating them?

Estimate the economic impact of this event using the table below.

Chart Calculation: Expenditures are estimated for domestic visitors.

#		
	Total number of attendees expected	
1	Number of domestic attendees who traveled over 50 miles	
2	Number of domestic attendees traveling over 50 miles who stayed overnight	
3	Average number of domestic nights spent per attendee as a result of your event	
4	Estimated number of domestic visitor nights generated (#2 x #3)	
5	Expenditures per overnight domestic visitor per day	\$181
6	Number of domestic attendees traveling 50 miles who did not stay overnight (#1 - #2)	
7	Expenditures per domestic day visitor per day	\$221
8	Number of international attendees	
9	Expenditures per international visitor	\$938
10	Total Estimated Impact [(#4 x #5) + (#6 x #7) + (#8 x #9)]	

Describe the long-term value of the event to Nevada, including potential impact on future travel or the Nevada brand.

Provide any additional narrative to describe other economic impacts not described above.

Describe the plan for measuring the success of this event. Please include a description of measures to track attendance/participation, including surveys, ticket sales, gate entry, participation fees etc.

EVENT BUDGET - Please detail the event budget:

Estimated Expenses:

- Salaries:
- General event costs:
- Equipment:
- Permits/fees:
- Marketing
- Liability Insurance:
- Other:

Total:

Estimated Revenues:

- Sponsorship Amount Requested:
- Paid Sponsorships:
- Other Sponsorships or Grants:

Public Contributors:
Private Contributors:
Entrance /Ticket Fees:
Your organization support:

Total:

SPONSORSHIP EVALUATION

Your responses to the application questions will be used in evaluating your request for funds based on the following parameters and will be awarded from 0 to 300 total points based on a scoring rubric.

TERMS OF APPLICATION

Name (Responsible Party):

Title:

Phone:

Street:

City, State, ZIP:

In addition, upon a sponsorship award, the following information will be required to be returned with the signed Sponsorship Agreement:

1. Proof of IRS designation (letter from IRS, first page of Form 990).
2. Other information supporting the validity of your organization.
3. Information documenting outcomes of previous Urban Sponsorships granted to your organization.

I understand that all information submitted as part of this application must be true and complete to the best of my knowledge. I understand that a sponsorship granted based on false or incomplete information may be revoked and that all funds granted under the sponsorship would be required to be refunded to the Nevada Division of Tourism.

By submission of this application for funding, the Nevada Division of Tourism has the right to require additional written conditions should this sponsorship be awarded.

Should the sponsorship be awarded and the monies are not used for the intended stated purpose as outlined in this application, or funds are not used in their entirety for the intended stated purpose, I understand that it is a requirement that funds be returned to the Nevada Division of Tourism.

I understand that a report detailing the event impacts, requested data and describing expenditure of sponsorship funds is due within 60 days following completion of the event.

Nevada Commission Tourism sponsorships are contingent on approval by the Commission and completion of all contracts, agreements and follow-up reporting on the part of the applicant. Applications should be submitted a minimum of three months prior to the event date.

Name of responsible party:

Date of application submission: