



Travel Nevada Event Sponsorship Grant

Application Opens: July 27,2025

Project Period: July 27,2026-May 30,2027 or Until the Funds are Exhausted whichever comes first.

Questions regarding the Travel Nevada Event Sponsorship Grant should be directed to ruralgrants@travelnevada.com.

Pursuant to NRS 231.260, the Division of Tourism is empowered with the authority to provide and administer grants of money or matching grants to political subdivisions of the State, to fair and recreation boards, and to local or regional organizations which promote travel or tourism. These guidelines have been established to assist grant applicants in developing proposals for grant funds. The Division of Tourism hereby reserves the right to reject any and all proposals. This rejection may be based on the availability of funding and the number of proposals submitted. The Division of Tourism further reserves the right to waive any irregularities in any proposal if it is in the best interest of the Division to do so.



****Please review carefully the entire application packet,
as program criteria and instructions have changed****

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I. Program Overview:

1. Program Description

The Travel Nevada Event Sponsorship Grant was created to stimulate in-state, domestic, and international tourism to Nevada destinations. The grant is part of the agency's Industry Development Programs which aims to achieve the following Industry Strategic Initiatives:

1. IMPROVE quality of life for Nevadans through community-focused tourism development and placemaking/placekeeping efforts to convey authentic experiences that reflect local culture and values;
2. INCREASE revenue and job opportunities for rural communities due to increased visitor spend as a result of extended length of stay due to increased bookable product, enhanced tourism assets, and robust destination infrastructure;
3. EMPOWER local communities to advocate for and adopt policies and practices to ensure the sustainability of their tourism economy, minimizing negative impacts on environmental and cultural resources through destination care and stewardship strategies and messaging;
4. EXPAND state partnerships to benefit Nevada residents through increased capacity, technical expertise, and availability of resources;
5. BUILD the adaptive capacity of rural Nevada communities through long-term tourism planning to include hazard mitigation and crisis management strategies, economic diversification, infrastructure improvements, and workforce development;
6. FOSTER a welcoming culture towards all residents and visitors by centering accessibility, diversity, equity, and inclusion in infrastructure, marketing, and in-market messaging statewide.
7. ESTABLISH an understanding of the ways in which local tourism products and services are fundamental to a vibrant quality of life for all Nevadans, ensuring mutual benefits for visitors and residents;
8. ENCOURAGE visitation through positive awareness and perception of Nevada as a globally recognized brand amongst global travel trade professionals and travelers.

2. Key Objectives

The objectives of the Travel Nevada Event Sponsorship are as follows:

1. To promote Nevada's outdoor recreation, sports, arts, and heritage events.

2. To support events with a high potential for drawing out-of-market, out-of-state, or international attendance, improve direct visitor spending, and promote overnight stays.
3. To enhance visitor experience in destinations statewide.
4. To encourage innovation and financial longevity in Nevada's special events. Travel Nevada intent that events become financially self-sustaining over time, therefore awarded funds will decrease as the lifetime of the event grows.
5. To provide seed funding for new events or to provide funding for expanding urban events that have the potential to generate tourism to or within the state.
6. To provide seed funding for new events rural events.

3. Funding and Award Period

Through the Event Sponsorship program, the Division of Tourism will make available \$50,000 in funding in FY2027. The project period for this funding is August 03,2026-May 30,2027 or until funds are expended.

If awarded you will be notified via the submittable platform. You will then receive agreement to be signed via Adobe Signature accepting your award. Once you have signed the agreement a copy must be submitted back into application under the additional forms drop down.

Please note:

- Grant awards are subject to the availability of funding and/or appropriations of funds.

4. Ineligible Costs

The following are NOT allowable costs for the purpose of these Sponsorship funds:

- a. Alcohol
- b. Capital investment or improvements
- c. Staff salaries and benefits
- d. Ongoing or reoccurring cost (e.g web hosting, web updates, subscriptions)
- e. Staff food or lodging
- f. Non-budgeted expenses and cost over-runs
- g. Expenses incurred or commitments made prior to the sponsorship event program.
- h. Any travel expenses, air fare, upgraded seating (e.g. airplane, bus transportation, train, boat)
- i. No politicking events, including campaign materials and apparel.
 - i. NRS 281A: State of Nevada government agencies cannot support political events. As a government entity, state agencies are required to remain

nonpartisan and must avoid using public resources, funds, or personnel to support or oppose political candidates, parties, or campaigns. This prohibition ensures compliance with state and federal laws, including ethical guidelines and statutes such as the Hatch Act (for federally funded programs) and relevant state election laws. Government agencies are allowed to provide factual, nonpartisan information about policies or initiatives that affect the public, but they must steer clear of partisan activities.

II. Eligibility Information:

1. Applicant Eligibility

The following entities are eligible to apply for funding through the Event Sponsorship Program:

A total of \$50,000 in funding is available this fiscal year. Applications will be reviewed in the order they are received. Any returning applicants, funding opportunities may be adjusted based on prior participation and available resources. Awards will be granted until the total available amount has been exhausted, or the end of the fiscal year, whichever occurs first. Applications must be submitted a minimum of 120 days prior to the event's start date to be considered.

Urban:

Events held in urban communities of 100,000+ residents are eligible to receive up to \$5,000 funding for new or expanding existing events.

Rural:

Events held in rural communities (less than 100,000 residents) are eligible to receive up to \$3,000 seed funding for new events.

All applicant organizations must be domestic entities and shall be owned, operated, and located within the State of Nevada.

***Definitions:**

Expansion is defined as: substantial increase in the duration of the event, increased programming, and/or increased event footprint.

New event is defined as: an event that has not happened in the past or an event that is in its first 1-3 years. Any rural events that exceed this timeframe are encouraged to determine eligibility for event marketing support through Travel Nevada's Rural Marketing Grant program.

*The Division of Tourism **WILL NOT** consider application from any entity not in compliance with a current contract, policy or agreement with the State of Nevada.

III. Application and Submission Information

1. Before you Begin:

The following information will be necessary to complete your application:

- The applicant's organization must be registered as a vendor with the State of Nevada if awarded to receive payment. To register please contact vendordesk@controller.state.nv.us, please allow 7-10 business days to receive a response.
- Provide Proof of IRS designation (letter from IRS, first page of Form 990)
- Complete the following forms:
 - Economic impact estimation spreadsheet
 - Event Expenses estimation spreadsheet
 - Event Revenue estimation spreadsheet

2. How to Submit an application:

Only ONE application will be accepted per organization

Applications for Travel Nevada Event Sponsorship program funding will be accepted exclusively through the Submittable Platform. Applicants will need to create an account on Submittable by clicking the link at <https://travelnevada.biz/event-sponsorships/>. After registering, a confirmation email including instructions and next steps will be sent to the address used to create the account. Submittable will generate an organizational log-in which will be used to access your application.

Once you have created a Submittable account, you will be able to access the application. You will be able to save your work and return to your application to continue editing it until you click Submit. You may enable collaborators to assist in completing the application, however **only ONE PERSON** at a time can edit the application. If one or more people are in the application at the same time your application will fail to save. Be sure to save often. Please be sure to answer every question on the application completely and to the best of your ability

Your application on Submittable must be complete to be considered. Failure to complete the application in its entirety will jeopardize your organization's eligibility to receive funding.

IV. Marketing Guidelines:

- a. Prior to publication, Materials and Assets in DRAFT form must be submitted to the Division of Tourism for review. The Division of Tourism requires 10 working days to review a submission and make requests for edits or alterations, so allow for this as you are planning. Send draft materials, along with a **Materials Review Request**, to ruralgrants@travelnevada.com.
- b. For Photography and video funded projects the Nevada Division of Tourism retains the right for unlimited usage with no expiration date. It is the responsibility of the grantee to inform contracted artists of Travel Nevada's rights to use any materials produced with this funding. A **Media Licensing Agreement** will need to be signed with Nevada Division of Tourism. Furthermore, it is the responsibility of the grantee to provide a USB file with the photography and video files to the Nevada Division of Tourism.
- c. Projects funded for print require the grantee to follow the Division of Tourism Content Policy and Brand Guidelines. Logo and "Sponsored by Travel Nevada" must be included in printed materials and follow section III.IV.a
- d. Websites and online advertising require the recipient to include a reciprocal link to TravelNevada.com
- e. All logo files or request must be requested to ruralgrants@travelnevada.com, no coping and pasting Travel Nevada logo.

V. Reporting Requirements

In order to remain in compliance with the requirements to receive this funding, grantees are asked to provide reports on event status for the Division of Tourism. Prior to applying for funding, please review these requirements to ensure that your organization is capable and willing to complete and submit the necessary reports as outlined below.

1. Financial Reporting and Procedures:

- a. If awarded –
 - i. The applicant's organization must be registered as a vendor with the State of Nevada to receive reimbursement. To register please contact vendordesk@controller.state.nv.us. If you are not registered there will be delays in receiving funds.
 - ii. An Award letter will be emailed to the main contact of the application to be electrically signed through Adobe confirming award amount and the agreement

must then be uploaded back to the submittable account under the “Additional forms.”

- iii. In order to receive your sponsorship payment, you must provide Travel Nevada with a formal invoice for the awarded amount within 30 days prior to your event. To be submitted through the submittable platform under “Request Forms.” Additional instructions will be provided through submittable for processing.

b. Reporting –

- i. At the close of the event, grantee will be required to submit a Final Report/ Event Evaluation through the **submittable platform**.
A report detailing the event impacts, requested data and describing expenditure of sponsorship funds is due within 30 days following completion of the event.
- ii. Failure to complete a final report submission will require the organization to repay the funds to the granting agency for being non-compliant with reporting.

VI. Terms of Application:

- 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 funding is 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 funding may be used only for necessary and reasonable expenditures directly related to putting on the event. Travel Nevada funding may not be used to pay for staff salaries, benefits or personnel expenses, or alcohol.*
- I understand that a report detailing the event impacts, requested data and describing expenditure of sponsorship funds is due within 30 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**.*
- LIMITED LIABILITY. The State will not waive and intends to assert available NRS Chapter 41 liability limitations in all cases. Contract liability of both parties shall not be subject to punitive damages. Damages for any State breach shall never exceed the

amount of funds appropriated for payment under this Contract, but not yet paid to Contractor, for the Fiscal Year budget in existence at the time of the breach.

Contractor's tort liability shall not be limited.*

- INDEMNIFICATION AND DEFENSE. To the fullest extent permitted by law, Contractor shall indemnify, hold harmless and defend, not excluding the State's right to participate, the State from and against all liability, claims, actions, damages, losses, and expenses, including, without limitation, reasonable attorneys' fees and costs, arising out of any breach of the obligations of Contractor under this Contract, or any alleged negligent or willful acts or omissions of Contractor, its officers, employees and agents. Contractor's obligation to indemnify the State shall apply in all cases except for claims arising solely from the State's own negligence or willful misconduct. Contractor waives any rights of subrogation against the State. Contractor's duty to defend begins when the State requests defense of any claim arising from this Contract. *

VII. Noncompliance

All recipients of this funding are expected to comply with all of the policies and requirements laid out in this document as well as any Travel Nevada policies or requirements further clarified in Q&As, memoranda, or other relevant documents. The Travel Nevada staff are available to guide grantees to avoid instances of noncompliance. Awardees will be notified in writing of instances of noncompliance and will face serious repercussions for repeated instances of noncompliance, including forfeiture of grant funds and ineligibility for future funding opportunities through the Nevada Division of Tourism.

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