



## Travel Nevada Event Sponsorship Grant

Questions regarding the Travel Nevada Event Sponsorship Grant should be directed to [ruralgrants@travelnevada.com](mailto: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 tourisms to Nevada destinations. The grant is part the agency's Industry Development Programs which aims to achieve the following Industry Strategic Initiatives:

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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. Seed funding is limited to a maximum of \$10,000 funding.

## II. Eligibility Information:

### 1. Applicant Eligibility

A total of \$125,000 in funding is available per fiscal year. Applications will be reviewed in the order they are received, and 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 \$50,000 funding for new or expanding existing events.

#### **Rural:**

Events held in rural communities (less than 100,000 residents) are eligible to receive up to \$10,000 seed funding for new events.

#### **\*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.

## III. Application and Submission Information

### 1. Before you Begin:

The following information will be necessary to complete your application:

#### **Only ONE application will be accepted per organization**

Applications for Travel Nevada Event Sponsorship Grant 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.

## **2. How to Submit an 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, at which time your application will no longer be available for editing. 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](mailto: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 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.

## **VI. Reporting Requirements**

In order to remain in compliance with the requirements to receive this funding, grantees are asked to provide reports on project status to 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](mailto:vendor@controller.state.nv.us)
- ii. Proof of IRS designation (letter from IRS, first page of Form 990)

- iii. Information documenting outcomes of previous Urban Sponsorships granted to your organization
  - iv. An Award letter will be emailed to the main contact of the application to be electrically signed confirming award amount before Travel Nevada can receive an Invoice.
- b. Reporting –
- i. A report detailing the event impacts, requested data and describing expenditure of sponsorship fund is due within 60 days following completion of the event. To be sent to [ruralgrants@travelnevada.com](mailto:ruralgrants@travelnevada.com)

## VII. 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 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.**\*
- 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.\*

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