

# 2020 Special Event Partnership Funding

## Application Explanations

To assist events in preparing their submission, this document provides general direction, clarifies particular application questions and reviews required supplemental documents.

### General Definitions:

The following definitions pertain specifically to the Partnership Funding Program with the objective of improving consistency among submissions.

**Spectator/Fan:** Someone who primarily attends an event as an onlooker or observer, to experience an event's activities or offerings, to be entertained, to support a cause or for social interaction. Spectators can be a part of an audience watching a performance or competition, or they can be more actively involved by experiencing activities.

**Participant:** Someone who attends the event purposely as a competitor, sponsor, vendor/exhibitor, support crew/team, entertainer/performer, volunteer, official, media or support staff. Examples include (but are not limited to): a competitor in a triathlon, ticketed participant in a class during a festival, TV broadcast production crew, exhibitors or vendors at a festival, volunteers at a golf tournament, or registered media at a food and wine festival.

**Unique Individual (Attendee):** A unique individual is counted one time only, regardless of how many event activities, venues or days they attend. Unique individual estimates are utilized when determining the economic impact of an event.

**Total Attendance:** The compilation of head counts for every venue and activity over the duration of the event. Total attendance presumably reflects unique individuals being counted multiple times if they attend multiple activities or days within the event's scheduled offerings. Because total attendance does not necessarily equate to unique individuals, it would not accurately reflect economic impact or room nights generated.

**Room Nights:** A guestroom multiplied by the number of nights occupied (1 room x 3 night stay = 3 room nights).

**Paid Room:** The lodging property received monetary compensation for a room related to an event, whether paid for by the event organizer, spectators or participants. The NLTRA is funded by room taxes generated when paid rooms are utilized in Placer County.

**Complimentary Room:** The room was provided at no charge to the guest by the lodging property. For example, an event might receive complimentary rooms in exchange for being named a sponsor. Placer County room tax is not collected for complimentary rooms.

**In-Market:** Less than a 100-mile radius of North Lake Tahoe. Communities include, but are not limited to: the Lake Tahoe Basin/Truckee, the Reno/Sparks metropolitan area, Carson City, Minden/Gardnerville, Fernley, and Fallon. In-market spectators and attendees may have a lower propensity to utilize overnight accommodations in Placer County.

**Out-of-Market:** More than a 100-mile radius of North Lake Tahoe. Spectators and participants that reside more than 100-miles from North Lake Tahoe may have a greater propensity to utilize overnight lodging in Placer County.

**Placer County:** Communities include: Tahoe City, the West Shore of Lake Tahoe, Squaw Valley, Northstar, Kings Beach, Carnelian Bay, and Tahoe Vista.

**Strike Zone:** A goal of the funding is to promote events that take place in the off-peak season, or strike zone. This includes the following:

Lakeside Communities: January – May, September – November

Mountainside Communities: May – November

Greater consideration will also be given to events that generate mid-week lodging any time of the year.

## Application Section 2: Event Overview

Partnership Funding is for annual special events. Events that intend to take place one-time only will not be considered for funding. In addition, events should not have a “term” limit regarding the number of years it can/or will be held in the destination.

## Application Section 3: Financial

Only the principal producing entity of a specific special event can apply for funding consideration. Likewise, only one organization will be considered for funding on behalf an event. Venues do not qualify for consideration regardless if their intent is to provide supplemental marketing support for one or more events taking place at their facility. However, if a venue is the producing/accountable entity of a specific event, they may submit an application for funding consideration.

The NLTRA should not be the sole/primary revenue source for an event, nor should an event be dependent upon receipt of funding in order to take place. Events should be financially viable without NLTRA partnership funding. The funding request should not exceed 25% of an event’s overall cash operating budget and awarded funds are to be used for **advertising, marketing and event promotion, not for logistics, operations or to supplement net income.**

**Q3.2:** Summarize how the requested amount of Partnership Funding would be utilized. Include marketing and promotional efforts that could be initiated with funding that would not be possible without funding. In other words, explain how funding makes a difference. Responses are limited as this is a summary statement only. Details should be provided in event’s Marketing Plan (Part B) of the required supplemental documents.

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

Refer to the Page 1 for definitions of “in-market” and “out-of-market” as it pertains to Partnership Funding.

Partnership Funding is a marketing opportunity that provides a financial resource enabling events to broaden their advertising and promotional efforts that otherwise would not be possible. Event applicants should currently promote, or desire to promote, to potential out-of-market visitors (spectators and/or participants). **The ultimate goal of the funding program is to generate room nights for Placer County lodging entities.**

An event’s marketing and communications strategy can positively impact awareness and influence attendance. As well, those promotional efforts can generate general awareness for the destination.

Public Relations Equivalency (a.k.a. Advertising Value Equivalency) measures the media coverage generated from a public relations campaign and is commonly tracked by a third-party. It measures the size of the coverage gained, its placement, and calculates what an equivalent amount of advertising space, if paid for, would cost. By tracking PR Equivalency, an event can demonstrate their ability to generate out-of-market awareness even if their out-of-market advertising budget is minimal or non-existent.

**Q4.1 and Q4.2:** These questions relate specifically to planned paid advertising, both in-market and out-of-market. Do not include your anticipated Partnership Funding award in these budget numbers since a funding award is not guaranteed. The anticipated spend should be reflected in event’s supplemental document entitled Marketing Plan (Part A).

**Q4.3:** This question is optional and should only be answered if the event utilized a tracking service for their out-of-market public relations efforts and can provide a PR Equivalency Report with their submission.

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

In some situations, a made-for-television show or webcast may be produced specifically in conjunction with an event. Television broadcasts and webcasts are beneficial because they introduce the destination to new markets and audiences, or reinforce destination awareness in traditional markets.

Purchasing TV, radio or print advertising is not considered a broadcast opportunity. Instead, that information should be included in an event's Marketing Plan (Part A and/or Part B) of the required supplemental documents. It also does not refer to incidental public relations coverage such as a mention in a newscast.

**Q5.1:** All applicants must respond to this question. A media partner provides advertising, publicity, promotions, broadcast services or general awareness-building to promote and publicize the event to potential attendees. A media partner has distinct interest in the success of the event and is not merely selling services/advertising. Media partners often receive recognition as an event sponsor. Applicants should identify each media partner and indicate whether that partner's primary audience is "in-market" or "out-of-market." For example: Moonshine Ink (in-market), CBS Sports (out-of-market), KTKE-FM 101.5 (in-market).

**Q5.2:** If an event does not have a TV broadcast or webcast affiliated, answer Q5.1, and then skip to Section 6.

**Q5.5:** Provide information about the potential reach of the broadcast or webcast. The hypothetical influence of a television broadcast can be assessed by the potential household distribution. However, actual ratings provide a more accurate analysis of viewership and are preferred, if available. Regarding a webcast, analytics can be easily tracked, including unique viewers on PCs, tablets and smart phones.

**Q5.6-Q5.8:** These questions refer to specific NLTRA messaging opportunities during the webcast or TV broadcast that might be available (at no charge to the NLTRA) as a sponsorship amenity. Examples include:

- The NLTRA can create a vignette promoting the destination
- The NLTRA receives complimentary commercial spots
- The NLTRA can provide destination B-Roll footage that will be incorporated within the broadcast
- The NLTRA logo is featured on opening/closing billboards of the broadcast
- An NLTRA spokesperson is featured in an interview
- An NLTRA banner or logo is strategically placed within camera-view

## **Application Section 6: Lodging Partners**

The NLTRA is funded by room taxes generated when paid rooms are utilized at Placer County lodging properties. NLTRA Partnership Funding stipulates that partnerships must be secured with at least one Placer County lodging entity for events.

Partnerships can be in various forms: cash/in-kind sponsorship, room block, discounted room rate promoted to spectators or participants, venue location or marketing/promotional assistance. In the spirit of "partnership", lodging partners should be acknowledged on the event's website as a sponsor.

## **Application Section 7: Attendance**

Refer to Page 1 for the definition of Spectator, Participant, Unique Attendee, Total Attendance, In-Market and Out-of-Market. If 2020 will be the first time that the event takes place in the destination, skip to Q7.6.

The event should be open to the general public (spectators) and promoted to spectators and/or participants. It should not require the general public (spectators) to purchase a membership, conference registration or annual dues to spectate. Spectator admission charges are acceptable for gated events.

Event attendance can signify economic, social and infrastructural impact. Non-gated, multi-day, multi-venue events may find it especially challenging to determine attendance figures. Suggested estimation methods (perhaps in combination) include: ticket scans, gate receipts, clicker counts, aerial photographs, participant registration, seating capacity versus unoccupied seats, city police crowd estimates, vendor feedback, parking revenue/parking capacity, informal onsite spectator surveys, post-event participant surveys, or commissioning a 3<sup>rd</sup> party formal survey.

**Spectators vs. Participants:** Event attendance is often associated with spectators, fans or audience members. However, events can also have a considerable number of participants, comprised of competitors, sponsors, vendors/exhibitors, support crew/teams, registered attendees, officials, volunteers, support staff or entertainers. All contribute to overall attendance. Distinguishing attendees between spectators and participants can provide a better understanding of the event's potential impact to overnight lodging and economic impact.

**Total Attendance vs. Unique Attendees:** Attendance is one of the most fundamental measurements of an event but is often misinterpreted. In order to accurately assess destination impact, it is important to establish whether figures represent total overall attendance or unique individuals.

- For example, reporting an attendance of 3,600p over a three-day festival is often inferred to imply that 3,600 unique individuals were present at the event, thus inflating the impact to lodging, local economy, infrastructure and community. In reality, it might actually represent 1,200 unique individuals, each attending 3 days.

There are circumstances however in which total event attendance may also represent unique individuals.

- For example, a one-day, single-venue, ticketed event can reason that each ticket surrendered represents one unique individual in addition to total attendance. Likewise, events with registered participants can easily calculate the number of unique individuals that are represented.

**Q7.1 and Q7.6:** These questions request 2019 attendance estimates and 2020 projected attendance specific to spectators. Applicant should identify whether the figures represent unique individuals or total attendance.

**Q7.2 and Q7.7:** These questions request an estimate of the participants for the 2019 event, as well as a projection for the 2020 event.

**Q7.3 and Q7.8:** Provide a reasonable explanation of how attendance was determined and reference (or attach) any information source that is relevant in support of that estimate. A mathematical explanation of how the figures were determined is also helpful.

**Q7.4 and Q7.5:** Specific to the 2019 event, estimate the percentage of spectators, as well as participants, who were from out-of-market. Applicants should provide a reasonable explanation of how figures were determined and may reference (or attach) any information source that is relevant in support.

## **Application Section 8: Room Nights**

Refer to Page 1 for definitions of: Placer County, Paid Room, and Complimentary Room. If 2020 will be the first time that the event takes place in the destination, skip to Q8.4.

The NLTRA acknowledges the difficulty in substantiating room nights since there are numerous booking methods available to overnight visitors (online, call-in, mobile app, travel agent, etc.), as well as a variety of motivating reasons to visit the destination. Events that have a room block or special booking code can request a utilization report from their lodging partner. For events that do not have room blocks or special booking codes, suggestions for estimating room nights

(perhaps in combination) include: requesting lodging info on participant and vendor registration, feedback from lodging partners, informal on-site surveys, informal follow-up surveys or commission a formal survey.

**Q8.1 and Q8.4:** Provide a reasonable estimate of Placer County room nights generated in 2019, and room nights anticipated in 2020, as a direct result of the event. Rooms utilized should include spectators/fans, as well as participants (competitors, sponsors, vendors, support crew/teams, volunteers, officials, support staff, performers, media pool, etc.). Estimates should be differentiated by paid room nights and complimentary room nights.

**Q8.2 and Q8.5:** Provide a feasible explanation of how room night estimates were derived and attach or reference any information source that is relevant. Documentation from lodging partners verifying room night utilization is not required. However, if information exists that can corroborate your figures it would be advantageous to include them. Suggested sources for estimating your room nights include: a recent research study; informal on-site surveys; participant registration forms; rooms utilized by competitors, athletes, vendors or suppliers, and feedback from lodging partners.

### Optional: Photo or Video Highlights

To augment a submission, photo or video highlights may be submitted with the Partnership Funding application, adhering to the final deadline of 5:00pm, October 8, 2019. This may be especially beneficial for new events.

Video highlights should be submitted by email and cannot exceed 3 minutes in viewing time. Suggested images include: event action, featured activities, crowd/spectator shots, vendor area, or clips of the TV broadcast (if applicable). Please do not submit DVDs.

### Required Supplemental Documents

To be evaluated for possible a funding recommendation, the following five (5) documents are required as part of a submission. Providing partial information could result in disqualification from consideration.

#### *Event Overview – Document #1*

This is an opportunity to provide details about the event, as well as clarify the event's impact to the destination. Assume that evaluators are not familiar with the features and benefits of the event. Suggested information to include is:

- Provide event description; include its mission and goals.
- Summarize why the event would appeal to out of town visitors; what is unique about the event and whether similar events are offered in other nearby destinations.
- **Spectator-Based Events:** Highlight the activities available to the general public (free and/or ticketed), the location(s) of those activities, and the type of spectators that typically attend.
- **Competitive-Based Events:** If the event features a competitive sporting component as an integral component, provide information about the sport and contestants. Include details about the sanctioning body (if applicable), whether there are tour dates in other locations, and how the local event factors into the overall schedule. If other groups also travel with the competitors (i.e. support crews, vendors, officials, TV broadcast/production crew, event volunteers, friends/family, etc.), describe their impact in generating overnight lodging.
- **Participant-Based Events:** If the event features participants as an integral component of the event (i.e.: musicians, artists, cooking competitors, entertainers, etc.), describe who they are and how they impact overnight lodging. If other groups also travel to the event (support crews, vendors, officials, TV broadcast/production crew, event volunteers, friends/family, etc.), describe their impact to Placer County lodging.
- Summarize plans to enhance or expand the event experience to attract additional spectators and/or participants.
- If an economic impact study or spectator demographics are available, the applicant is encouraged to include a summary of the findings.
- Incorporating a bullet-point summary of key facts and statistics can accentuate the most important benefits of the event to the destination. Examples include: TV or webcast broadcast reach or opportunities, new

activities/programs, expansion plans, room night impact, attendance (or unique individuals) impact, social media growth, event recognition awards, etc.

## ***2019 Profit & Loss (P&L) Document #2***

A Profit & Loss (P&L) Statement summarizes the revenue, costs and expenses incurred during a specific time period and is also referred to as an Income Statement or an Income and Expense Statement.

Submit a 2019 P&L Statement disclosing itemized revenue (ticket sales, sponsorship sales, F/B sales, alternate revenue streams, etc.) and itemized expenses (operations, equipment rentals, overhead, entertainment, marketing/advertising, etc.) and the resulting net profit or loss.

New events to the destination, occurring for the first time 2020, are exempt from providing a 2019 P&L Statement.

Events occurring after the October 8, 2019 application deadline may submit their 2018 P&L Statement in lieu of providing a 2019 P&L statement.

## ***2020 Event Budget – Document #3***

The event budget is an essential part of event production and management. Producers/promoters should be able to forecast, with reasonable accuracy, the financial outcome of the event by identifying all probable expenditures and all expected revenue sources.

Submit a detailed 2020 event budget that includes itemized revenue (ticket sales, sponsorship sales, F/B sales, alternate revenue streams, etc.) and itemized expenses (operations, equipment rentals, overhead, entertainment, marketing/advertising, etc.). The line item(s) for advertising expenses should be consistent with the figures provided on Q4.1 and Q4.2 of the application.

Submitting a partial budget (such as marketing budget only) is not acceptable. The 2020 Event Budget should be consistent with information provided in the funding application.

## ***2020 Marketing Plan (Part A & B) Document #4***

### **Part A – Marketing Plan Without NLTRA Funding Award**

Provide a marketing, advertising and public relations plan that summarizes the event's efforts to promote to spectators and participants. This portion of the marketing plan should not reflect initiatives that would be implemented with NLTRA Partnership Funding, since receipt of an award (or a specific award amount) is not guaranteed. Instead, include only those elements that will be implemented regardless of the funding outcome.

The plan should be categorized by "in-market" and "out-of-market" efforts. For out-of-market efforts (if applicable), identify the cities or regions that will be targeted.

Include all communication methods that event plans to utilize, such as: print, outdoor, website, e-blast, collateral pieces, social media, search engine marketing, broadcast, newsletters, radio or other outreach. If event has marketing or media partners who will provide additional promotional services in support of event, summarize those activities.

### **Part B – New Marketing and Promotional Initiatives With NLTRA Funding Award**

The intent of Part B is to demonstrate how an NLTRA Partnership Funding award will enhance the event's marketing and promotional efforts that otherwise would not be possible. In this section, identify specific new initiative(s) that could be implemented with receipt of a funding award, and/or existing campaigns that could be expanded upon with receipt of a funding award.

## ***Sponsorship Amenities – Document #5***

Partnership Funding is equated as a sponsorship, rather than a grant, with an expected ROI in the form of sponsorship amenities that enable the NLTRA to extend its marketing and sales efforts to expand destination awareness and generate overnight visitation. Potential NLTRA sponsorship amenities will be considered when evaluating applicants and amenities that provide NLTRA exposure to a potential out-of-market audience are particularly desirable.

Provide an itemized list of potential sponsorship amenities that could be extended to the NLTRA. Potential amenities should correspond to the amount of funding being requested. Once a funding award recommendation has been approved by the NLTRA Board, the final negotiated amenities package will reflect the actual award amount.

The following list provides examples of amenities that could assist the NLTRA in marketing the destination. These are suggestions only and applicants may have unique opportunities that are not mentioned below. Do not copy and paste this list, only include amenities that can be offered to the NLTRA. If event is televised and can extend complimentary commercial inventory, interviews, vignettes or other on-air exposure as a sponsorship amenity, provide additional details.

- Inclusion of NLTRA logo and hyperlink in event's e-newsletters
- Posting specific messages (content provided by NLTRA) on event's Facebook, Twitter or other social media
- Opportunity for NLTRA specific messaging (content provided by NLTRA) in event's e-newsletter
- Advertisement space on event's website
- NLTRA destination promotional video embedded on event website
- Specific descriptive message and link from event website to GoTahoeNorth.com (example: click here for North Lake Tahoe lodging information)
- Event tickets for NLTRA contest giveaways or client hosting opportunities
- Opportunity to interact with out-of-market journalists that may be scheduled to attend the event
- Ad space in event's program guide
- Inclusion of NLTRA logo in event's out-of-market print ads
- Inclusion of NLTRA logo in event's brochure or direct mail pieces
- NLTRA logo on event posters, postcards, logo wear
- Distribution of NLTRA destination brochures at out-of-market shows that event staff may attend, or at out-of-market business locations that event may have partnered with
- Distribution of NLTRA collateral materials in event participant registration packets, at event information booth or on event shuttles
- NLTRA banners displayed during event
- NLTRA banners displayed on event's shuttle transportation
- Daily PA announcements during the event (content provided by the NLTRA)
- Exhibit booth at the event
- Complimentary NLTRA commercial spots on TV broadcast or webcast
- Opportunity for destination exposure via destination vignettes, interviews, on-air announcements of North Lake Tahoe branding messages during TV broadcast or webcast
- Opportunity for opening/closing billboard recognition (ie: logo and/or voiceover) during TV broadcast or webcast

## ***PR Equivalency Report for Out of Market – Optional***

This attachment is only required if an applicant provided a dollar amount for Q4.3. Applicants that did not answer Q4.3 can disregard this optional attachment. For event applicants that answered Q4.3, attach an Equivalency Report for out-of-market exposure only (do not include in-market reporting), as determined by standard industry practices. PR clips are not requested.