

2022 Special Event Partnership Funding Application

Following the application and evaluation process, a number of events will receive funds through the program. Funding will be awarded in early December 2021 after recommendations are accepted by the NLTRA Board of Directors.

Note: Refer to the "2022 Special Event Partnership Funding: Application Explanations" document for details and tips about the application. Note: Refer to "2022 General Information" & "2022 Applicant Checklist & Deadline Worksheet" Documents for Timeline, Eligibility, and Evaluation Process Details!

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 2021, 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, If looking for additional funding (not for marketing) please specify breakdown HERE:
- 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 2022 In-Market Paid Advertising Budget:
- Q4.2 2022 Out-of-Market Paid Advertising Budget:
- Q4.3 Optional: 2020 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 your 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 NLTRA receive complementary commercial time during the broadcast as a sponsorship amenity?

- Yes
- No

Q5.7 Can the NLTRA 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 NLTRA, summarize opportunities.

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2021.

Q6.2 Identify the event's anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established.

Section 7: Attendance

Q7.1 2021 Spectator/Fan Attendance (or 2019/2020- if canceled due to COVID-19) Specify below):

- Unique Individuals:
- Overall Event Attendance:

Q7.2 2021 Participants in Attendance:

Q7.3 Explain how 2021 attendance (Q7.1 and Q7.2) was calculated.

Q7.4 Spectators/Fans: Based on the 2021 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated)

Q7.5 Participants: Based on the 2021 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated)

Q7.6 2022 Projected Spectator/Fan Attendance:

- Unique Individuals:
- Overall Event Attendance:

Q7.7 2022 Projected Participants:

Q7.8 Explain how 2022 attendance (Q7.6 and Q7.7) was calculated.

Section 8: Room Nights

Q8.1 2021 Placer County Room Nights

- Paid Room Nights:
- Complimentary Room Nights:

Q8.2 Explain how 2021 room nights were calculated.

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event?

Q8.4 2022 Placer County Room Nights

- Projected Paid Room Nights:
- Projected Complimentary Room Nights:

Q8.5 Explain how 2022 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 2021 event.

Q10.2 Identify the top 5 sponsors that the event will target for 2022.

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 Placer County lodging property.

- Yes
- No (If “no”, explain why)

Q11.4 Event will collaborate with the NLTRA (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 ONLY.

- Yes
- No (If “no”, explain why)

Q11.6 If Partnership Funding is awarded, event will include the NLTRA 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 NLTRA 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: 2021 Profit & Loss Statement

- Yes, will submit
- No, will not submit

Document #3: 2022 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 NLTRA

- Yes, will submit
- No, will not submit

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

- Yes, will submit
- No, will not submit