

## 2023 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 December 2022 after recommendations are accepted by the NLTRA Board of Directors.

*Note Refer to "2023 Special Event Partnership Funding: Application Explanations" document for details and tips about the application. Note: Refer to "2023 General information" & "2023 Applicant Checklist & Deadline Worksheet" Documents for Timeline, Eligibility, and Evaluations 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: \_\_\_\_\_

Instagram Handle: \_\_\_\_\_

Number of Instagram Followers: \_\_\_\_\_

Twitter Handle:

Number of Twitter Followers: \_\_\_\_\_

YouTube URL: \_\_\_\_\_

TikTok Handle: \_\_\_\_\_

Number of TikTok Followers: \_\_\_\_\_

### 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 2022, how many years has the event occurred in the North Lake Tahoe region? \_\_\_\_\_

Q2.4 Can spectators (general public) attend events?

Yes

No

Q2.5 Will there be a charge for spectators (general public) to attend the event?

Yes

No

### Section 3: Financial

Q3.1 What is the dollar amount of Funding being requested, if looking 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

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

Q4.1 2023 In-Market Paid Advertising Budget: \_\_\_\_\_

Q4.2 2023 Out-of-Market Paid Advertising Budget: \_\_\_\_\_

Q4.3 Optional: 2022 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

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2022.

---



---

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 2022 Attendance (or last year held – if canceled due to COVID-19. Specify below):

- # Of Event Participants: \_\_\_\_\_

Q7.2 Using 2022 data what percentage of participants/spectators, were from out-of-market?

---

Q7.3 Projected Spectator/Fan Attendance: \_\_\_\_\_

Q7.4 Explain how 2023 attendance (Q7.3) was calculated.

---

Section 8: Room Nights

Q8.1 2022 Placer County Room Nights

- Paid Room Nights: \_\_\_\_\_
- Complimentary Room Nights: \_\_\_\_\_

Q8.2 Explain how 2022 room nights were calculated.

---

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

Q8.4 2023 Placer County Room Nights:

- Projected Paid Room Nights: \_\_\_\_\_
- Projected Complimentary Room Nights: \_\_\_\_\_

Q8.5 Explain how 2023 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 event 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 2022 events.

---

Q10.2 Identify the top 5 sponsors that the event will target for 2023.

---

## 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

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

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 shape 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 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: \_\_\_\_\_