

2023 Special Event Sponsorship Funding Application

Following the application and evaluation process, a number of events will receive funds through the program after recommendations are accepted by the NLTRA Board of Directors. Funding will be awarded on a revolving bases until the \$565,000 event budget is allocated.

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 Sponsorship Funding is not awarded, will the event still take place?

Yes

No (If "no", explain why)

Q3.4 If event does not receive Sponsorship 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 2023. 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 Sponsorship 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 Sponsorship Funding is awarded, funds will only be utilized for event promotion and marketing ONLY.

Yes

No (If "no", explain why)

Q11.6 If Sponsorship 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 Sponsorship 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: _____