

2023 Special Event Sponsorship Funding

Presentation Check Guidelines, Application Deadlines and Presentation Explanations

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Events Sponsorship Funding program for annual special events in the North Lake Tahoe region. Submissions are accepted on a rolling basis beginning October 25, 2022 for events that take place in the 2023 calendar year. The total amount of the funding, distributed to all recipients collectively, is \$565,000. Sponsorship Funding is awarded to large events that: attract 500+ participants and/or spectators, generate more than 100 room nights occupied for an average of at least 2.5 nights, generate a media/PR value of more than \$25,000, target an audience and messaging that is in alignment with the North Lake Tahoe consumer brand pillars, and create a diversified portfolio of events that cover human powered sports, cultural, culinary, and health & wellness. Historically these events have included large festivals such as Wanderlust and Winter Wondergrass, sporting events such as Broken Arrow Skyrace and Spartan, cultural events such as the Lake Tahoe Dance Festival and others. Each sponsorship is reviewed on an annual basis.

Presentation Guidelines:

The event presentation should be 10 minutes with an additional 5 minutes for Q & A.

Include the following items in the presentation:

- Title Page
- Event Overview and History
- Event Attendance: Spectator and Participant Demographics
- Event Marketing Plan: Marketing Channels and Reach
- Event Marketing Creative and Messaging
- Event Goals
- Recap of Funding Request
- Sponsorship Amenities (If Applicable)

In addition, submit the following documents for the committee to review:

- 2022 Detailed Profit and Loss Statement (new events occurring for the first time in 2023 are exempt)
- 2023 Detailed Event Budget
- 2023 Marketing, Advertising and PR Plan
- Potential NLTRA Sponsorship Amenities Itemized List, if applicable
- Optional - Pictorial or Video Highlights

Presentation Deadlines:

The sponsorship event funds will be distributed on a revolving bases until the \$565,000 is allocated. To be considered for a presentation, applications must be received by 5:00pm (PST) according to the schedule below. ie. If you want to be considered for the the November 29th presentation, then an application must be submitted by November 11.

	Application Due Date	Presentation Date	Board Approval
November Funding	November 11	November 29	December 7
January Funding	January 13	January 24	February 1
February Funding	February 10	February 21	March 7

Please note that submitting an application, does not guarantee a presentation will be granted. A member of the NLTRA team will reach out to you schedule a presentation if your application is accepted. The presentations will be held between 2:15 pm - 3:30 pm via zoom.

Applications and supplemental documents can be submitted electronically or hard copy to:

Kimberly Brown
Director of Business and Community Relations

100 North Lake Blvd., PO Box 5459
Tahoe City, CA 96145
kim@gotahoenorth.com
Office: (530) 581.8702
Fax: (530) 581.8789

Note: Early Submissions – A few new event productions were screened before 9/15/22 and will be reviewed at the October 25 meeting to allow for additional feedback by the TDC.

Presentation Explanations:

I. Title Page –

Event Logo

Event Name

Event Date(s)

Event Location

Presenter Name, Title

I. **Event Overview and History –**

3 - 5 Sentences about the Event (Type, Location, Sponsors, Length, Cost, etc)

i.e. The 32nd Autumn Food & Wine Festival will be held in the Northstar Village on Sept 12th - 14th, 2023. Sponsors include the Ritz-Carlton, Lake Tahoe, The North Face and Wolfgang Puck. This 3-day event starts at \$50/day per person and is the premier food, wine, brew and spirits festival in Northern California. Each day will include wine tastings, culinary seminars, local vendors, mountaintop dining, and fun for the whole family. Historically attracting the likes of Chef Micahel Mina, restaurateur Mark Estee, and over 5,000 event attendees.

II. **Event Attendance - Spectator and Participant Demographics –**

Event Attendee Demographics - List historical demographic data if you have it or note anticipated attendee data.

i.e.

Age Group:

Age 10 - 15 = 2%

Age 16 - 20 = 2%

Age 21 - 30 = 9%

Age 31 - 40 = 15%

Age 41 - 50 = 60%

Location Spectators/Participants Reside:

Local = 20%

Bay Area = 25%

Sacramento = 20%

So Cal = 25%

Gender:

Female = 65%

Male = 30%

Gender Neutral, other = 5%

III. Event Marketing Plan –

Please show us your entire marketing plan which these requested funds will go towards, and any additional marketing plans. We are looking for as much information as possible, including:

Marketing Tactic, Timeframe, Budget, Est. ROI, plus who will manage each marketing line item

i.e. Paid Social Media Ads | Facebook & Instagram | May 1 - Sept 10 | \$5,000 Budget | 10x ROI / \$50,000 in ticket sales (1,000 tickets)

IV. Event Marketing Creative and Messaging –

Please show us examples of your marketing creative, messaging, and placements

i.e Social media ad graphics/messaging, Landing Pages, Print Ads, Flyers, Video Examples, Radio Scripts, Media Coverage

V. Event Goals for 2023

Please provide us with the goals for this event with details on how this event will positively impact the North Lake Tahoe community. Explain how the event will promote visitation, destination stewardship and marketing coverage of the North Lake Tahoe region. Highlight any funds that will be raised through the event that will be donated to the North Lake Tahoe community.

Specifically, list any Placer County lodging partners and estimated room nights

i.e. Attendee goals, ticket sales goals, paid sponsor/vendor goals, visitation goals (hotel, misc spend, etc)

VI. Recap of the Funding Request -

Please quickly recap why your event is important to the North Lake Tahoe region, the funds requested and growth plans for future years.

VII. Sponsorship Amenities –

If applicable, please list the sponsorship amenities that you will provide to NLTRA.:

le. Marketing: tv/media promotion online promotion, logo on print collateral and ads, email distribution, and social media, Onsite benefits: exhibit space, logo display, mc announcement, and event passes.