



Festival/Event Sponsorship Application

Purpose:

To promote, assist and provide marketing assistance for events that result in visitation.

Sponsorship Criteria:

- Application must be submitted by December 2, 2019
- Festival/Event must be held in East Baton Rouge Parish
- Festival/Event organizer agrees to share intercept survey results with Visit Baton Rouge if study is conducted
- Deliverables and Final Report required to receive sponsorship check no later than 30 days after event end date

Disclaimers:

- We encourage you to provide as much information as requested below, so that Visit Baton Rouge can provide the best support that we can offer to enhance your efforts.
- Support may be given in cash or in-kind or a combination of both cash and in-kind

Organizations will be announced no later than December 31, 2019

Organization Name: _____

Name of Festival/Event: _____

Contact Name: _____

Contact Email: _____

Phone Number: _____

Date(s) of Event: _____

Time(s) of Event: _____



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Description of Festival/Event: _____

How many years has the festival/event occurred: _____

Location: _____

Ticket Prices:

- Gated Festival/Event: Limited entry through specific entry point(s). Admission is not charged for Festival/Event.
- Ticketed Festival/Event: Admission is charged to attend the Festival/Event. Gated and Ticketed Festival/Event.
- Free Festival/Event: Attendees will not pay a Festival/Event admission to enter.

If previous Festival/Event was held, what was the estimated percentage of out-of-state attendees? _____

Estimated Attendance: _____

Source of Estimated Attendance (i.e. previous anticipated attendance based on police estimate, tickets sold, intercept survey, number of hotel rooms booked, collection of zip codes, etc.):

Has the event been previously sponsored by Visit Baton Rouge? Yes/No

If yes, what level of support was given? _____

Has or will a hotel rooms block be secured? Yes/No (Visit Baton Rouge's sales staff will assist with securing hotel rooms for the Festival/Event)





Please specify the number of anticipated hotel rooms requested and who the rooms will be promoted to (*i.e. talent, vendors, visitors, etc.*): _____

Are other public funds secured for this Festival/Event? Yes/No

If other public funds are secured, please list amount & source(s): _____

What percentage of gross profits are carried forward to support and grow the future Festival/Event? _____

What percentage of gross profits are donated to a foundation or local charity? _____

Is the organization willing to use all gross proceeds to grow the Festival/Event? Yes/No

Intercept Study Planned: Yes/No

Please attach the following documents:

To better enhance your efforts, we request the following information.

- Business Plan
- Marketing Plan
- Festival/Event Budget
- Proof of Insurance
- Current list of Sponsorship Opportunities (*information to include deliverables and benefits*)



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