



Application for Visit Clarksville Event Sponsorships

I. Introduction:

Visit Clarksville is the destination marketing organization for Clarksville-Montgomery County. Its mission is to positively influence tourism in the area by promoting tourist attractions, hosting conventions and group tours, and engaging in large-scale marketing efforts. Since 2015, the CVB has been doing business as Visit Clarksville. Visit Clarksville is funded by a portion of the county's lodging tax. This sponsorship is being created to better assist local, regional, and national tournament directors that want to help grow sports tourism in Clarksville/Montgomery County. Please review the application below for details regarding this sponsorship. For larger events or needs, please contact Visit Clarksville directly.

II. Policy for Consideration:

- A. To be considered to receive a sponsorship from Visit Clarksville, the sporting event must engage and bring tourists to Clarksville/Montgomery County. For the purpose of this sponsorship, a tourist is considered to be a person or persons traveling more than 50 miles to the destination. This increase in overnight stays is directly reflected in hotel accommodations and visitor spending.
- B. This is a reimbursement program. Therefore, tournament data and a CVB branded survey will be required prior to the completion of this sponsorship (payout).
 - a. Tournament data includes registration info such as total number of participants as well as the visitor's city and state information. Home addresses are not required, nor will record of this information be used for any marketing purposes by Visit Clarksville.
 - b. A CVB-branded survey will be provided for your group to send out via a Microsoft forms link. Visit Clarksville requires that at least 30% of event participants complete this survey. The results will be sent directly to Visit Clarksville and can be shared with your group upon request. Less than 30% completion can disqualify your event from receiving the agreed upon event sponsorship dollars.
 - c. Event funding cannot be used on items intended to be resold.

III. Levels of Funding:

- A. These levels have been established based on industry research as well as projected economic impact. If your event, tournament, or organization needs an amount larger than the sponsorships listed below, please reach out to Visit Clarksville's Director of Sports Tourism, Blake Monroe. Sponsorship@visitclarksvilletn.com. Special exceptions will be considered depending on the event's needs and estimated total economic return. These levels of funding are provided as a straightforward example for any local or external organization requesting dollars for their event by Visit Clarksville. The below tiers of sponsorship are based on single night, 2-night, and 3 or more-night stays. Please select the level of sponsorship that most aligns with your event.

Tier 1: Single Night Stays (2 days | 1 night)

- (a) \$1,000 – 225 Athletes or participants
- (b) \$2,000 – 500 Athletes or participants
- (c) \$3,000 – 700 Athletes or participants

Tier 2: Multi Night Stays (3 days | 2 nights)

- (a) \$1,000 – 150 Athletes or participants
- (b) \$3,000 – 375 Athletes or participants
- (c) \$5,000 – 600 Athletes or participants

Tier 2: 3+ Night Stays (4+ days | at least 3 nights)

- (a) \$3,000 – 250 Athletes or participants
- (b) \$5,000 – 400 Athletes or participants
- (c) \$7,000 – 600 Athletes or participants

IV. Policy for Application:

- A. To be eligible, the CVB sponsorship request must be completed and submitted no less than 90 days prior to and no more than 12 months before the start of tournament/event. Visit Clarksville will review the request and inform the group at a minimum of 30 days prior to the start date. The sports funding sponsorship is not guaranteed. Each application will be reviewed in the order they are received. A group or organization is limited to 2 sponsorships per fiscal year. However, as many applications can be submitted even if the event is not selected.
- B. Items that will be taken into close consideration when reviewing each application:
- 1. Time of year
 - 2. Number of out-of-town participants requiring overnight accommodations

3. Length of stay
4. Could this event become reoccurring?
5. Amount of funds needed
6. How well the event is promoted
7. Is the organization a 501(C) non profit

V. Requirements:

- a) Tournament/event data must be reported within 30 days after the event's end date.
- b) 30% survey collection is required at the 30-day mark.
- c) The tournament or event will submit an official invoice and w-9 to be paid out by Visit Clarksville. This reimbursement will take place once the data has been received.
- d) The sponsorship agreement can be terminated if the applicant fails to provide the information listed above or fails to abide by the procedures highlighted in this application.
- e) Based on data and out of town participation, Visit Clarksville reserves the right to lower the funding level needed to a tier where the numbers more align.
- f) The application will not be considered if it is left incomplete or communication attempts to Visit Clarksville have not been made regarding questions to the application.
- g) Future funding status will depend on the event/tournament results as well as the applicant's ability to provide the expected data within the 30 days.
- h) Visit Clarksville will provide a signed copy of this agreement if the organization has been awarded funding.
- i) On all marketing material, the Visit Clarksville logo must be visible. This includes printed material, social media post. Visit Clarksville also request that a link to their website be included on the organization's website or social media pages, if the organization is awarded a sponsorship.

Applicant's Name (Printed): _____

Organization: _____

Title: _____

By signing, the applicant agrees to comply with the criteria stated in the application. Failure to do so can result in a loss of sponsorship.

Applicants Signature: _____

Date: _____

Effective July 1, 2024

Visit Clarksville Signature: _____

Date: _____

Application must be submitted with the information below along with the signed form.

Please Provide the Following Information to be considered:

1. Name of the Event:
2. Type of Sport:
3. Date for the event:
4. Venue:
5. Expected number of participants:
6. Expected number of out-of-town participants:
7. Number of staff/volunteers associated with the event:
8. Is this organization receiving any other local sponsorship? Y/N If yes, from who and how much?
9. Has this event been hosted in Clarksville in the past: Y/N
10. Could this become a reoccurring/annual event? Y/N
11. Sponsorship Level being requested (EX: Tier 1a)
 - a. If your event does not fall within the outlined tiers, please state the amount you are requesting and expected participation.
12. What is the main reason for applying for the Visit Clarksville Sports Sponsorship?
13. What will the sponsorship money be used for? Please list a minimum of 3 items.
 - a.
 - b.
 - c.

14. Event Directors Contact Information:

Name:

Phone Number:

Email Address:

Mailing Address:

Effective July 1, 2024

Received Date: _____ Reviewed Date: _____ Applicant Notified: _____