



Daytona Beach Area Convention & Visitors Bureau Event Funding Guidelines

Introduction

The Daytona Beach Area Convention & Visitors Bureau (CVB) understands that events can drive overnight stays to the Daytona Beach Area. Therefore, the CVB offers event marketing support through their event funding program. These marketing dollars are available to events with dates and activities that have the potential to generate significant room nights in needed time periods within the Halifax Area Taxing District (Daytona Beach Area) while presenting a positive brand image of the destination and the community.

Event Funding Guidelines:

- Events must generate overnight stays to the Daytona Beach Area, with measured attendance and overnight bookings
- Events must promote a positive image of the Daytona Beach Area
- Events must enhance the Daytona Beach Area community and its residents
- Event Funding Application must be submitted by:
 - October 15 for events held between January 1-March 30
 - December 15 for events held between April 1-June 30
 - April 15 for events held between July 1-September 30
 - June 15 for events held between October 1-December 31
- Event funding dollars must be used in marketing and/or advertising efforts to promote an overnight stay in the Daytona Beach Area
- Allowable Marketing/Advertising Expenses:
 - Direct mail
 - Paid social media
 - Promotional materials
 - Newspaper ads
 - Magazine ads
 - Online/digital ads
 - Video/Pre-roll ads
 - Billboard/out-of-home,
 - Radio
 - Broadcast, cable, OTT (Over the Top TV), etc.



Event Funding Criteria:

- **New Events/In-Development** (potential funding: \$1,000-\$15,000) should:
 - Be an inaugural event or less than five years old
 - Have the potential to develop into an annual event
 - Host activities that span at least two full days
 - Have a positive impact on the community
 - Have the potential to draw out-of-area guests to help drive overnights stays

- **Annual Events/Established Events** (potential funding: \$5,000-\$25,000) should:
 - Be more than five years old
 - Demonstrate year-over-year increases in attendance levels
 - Host activities that span 3-7 full days
 - Have a positive impact on the community
 - Demonstrate overnight stays from the Southeast, U.S. and/or internationally

Event Funding Important Information:

- Event funding dollars are not available for local advertising (within Volusia County)
- Event funding is not a cash grant for any event or organization
- Event funding consideration:
 - Highest priority given to events occurring between August 1-January 31
 - Excluding existing holiday/high-volume event periods including but not limited to Labor Day, Biketoberfest®, Thanksgiving, Christmas and New Year's
 - Mid-level priority given to events occurring between April 1-June 30
 - Lowest priority given to events occurring in February, March and July

Application Submittal Procedure:

- Submit [application](#) at least four months prior to event
- Schedule meeting with [Director of Marketing & Design](#) within two weeks of submitting application
- Present application and funding request at a regularly scheduled meeting of the Advertising Advisory Committee (see Addendum A)
- If funding is recommended by the Committee, present application and funding request at the next regular meeting of the Halifax Area Advertising Authority (HAAA) Board (see Addendum A).



Following approval of Event Funding, events must:

- Use Event Funding only for marketing/advertising efforts that target visitors outside Volusia County and beyond
- Receive pre-approval from the CVB, in writing, of all marketing/advertising
- Include the CVB logo in event collateral materials, website, etc.
- To ensure brand standards, pre-approval of CVB logo placement is required
- Include link to DaytonaBeach.com “All Hotels” page on event’s website
- Provide an area at the event for a CVB Welcome Tent to facilitate the effective collection of data and/or distribution of area information to attendees
- Submit an invoice to the CVB, not to exceed the amount approved, along with back up invoices from media outlets and proof of performance, placement and/or tear sheets. All back up invoices should be net, not gross.
- Submit Event Funding invoice to:
Halifax Area Advertising Authority
Attn: Event Funding
126 E. Orange Ave., Daytona Beach FL 32114
Or email: kgalloway@daytonabeach.com
- Submit an [Event Recap Report](#) within 90 days of event completion

Additional Promotional Support:

For events not meeting the Event Funding Guidelines, at its discretion, the CVB may provide promotional support such as (examples only):

- Mentions or listings within specific destination advertising placements
- Inclusion in CVB website content (e.g. event calendar, blog post)
- Media relations
- Inclusion in consumer email marketing, eNewsletters, and/or social media channels
- Distribution of information to members of the local hospitality industry, HAAA Board, Advisory Committees and CVB staff

*NOTE –All event funding approvals and levels will remain the final decision of the Halifax Area Advertising Authority (HAAA), which can amend support outside of these guidelines, if so determined, at any time.

Contact:

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Addendum A

Advertising Advisory Committee Meeting Dates:

January 12, 2021
March 9, 2021
May 11, 2021
July 13, 2021
September 1, 2021
November 9, 2021

HAAA Board Meeting Dates:

January 20, 2021
March 17, 2021
May 19, 2021
July 21, 2021
September 15, 2021
November 17, 2021