



## **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 its 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 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 in 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 is 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 is given to events occurring between April 1-June 30
  - Lowest priority is given to events occurring in February, March, and July

**Application Submittal Procedure:**

- Submit the [application](#) at least four months before the event
- Schedule a meeting with the [Director of Marketing & Design](#) within two weeks of submitting an application
- Present application and funding request at a regularly scheduled meeting of the Advertising Advisory Committee (see Addendum A)
- If the Committee recommends funding, present the 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 a link to DaytonaBeach.com's "All Hotels" page on the 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 backup invoices from media outlets and proof of performance, placement and/or tear sheets. All backup 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](mailto: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 11, 2022
March 8, 2022
May 10, 2022
July 12, 2022
September 13, 2022
November 8, 2022

**HAAA Board Meeting Dates:**

January 19, 2022
March 23, 2022
May 18, 2022
July 20, 2022
September 21, 2022
November 16, 2022