

# Tourism Event Funding

## Guidelines & Procedures



## 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 need 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 be a multi-day event that generates 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:
  - September 15 for events held between January 1-March 30
  - December 15 for events held between April 1-June 30
  - March 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 outside Volusia County to promote an overnight stay in the Daytona Beach Area
  - Money requested does not exceed 50% of total overall event marketing budget
- Allowable Marketing/Advertising Expenses:
  - Direct mail
  - Online/digital ads
  - Paid social media
  - Video/Pre-roll ads
  - Promotional materials
  - Billboard/out-of-home
  - Newspaper ads
  - Radio
  - Magazine ads
  - Broadcast, cable, OTT (Over the Top TV), etc.
- Submit an Event Recap Report, including the invoice, within 90 days of event completion
- Approved Event Funds are not guaranteed in whole until all post event reporting criteria are received and are satisfactory, as well as reflecting the projected data provided in the application
- Event cancellation due to extraordinary circumstances may still receive prior approved funding at the discretion of the CVB



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140 S. Atlantic Ave., 5<sup>th</sup> Floor, Ormond Beach, FL 32176



**Event Funding Amount Tiers:**

Funding Level	Visitors/Attendees	Room Nights
Up to \$25,000	20,000	5,000
Up to \$12,500	10,000	2,500
Up to \$5,000	4,000	1,000
Up to \$2,500	2,000	500
Up to \$1,500	1,200	300

**Event Funding Criteria:**

- Event funding dollars are not available for local advertising (within Volusia County)
- Event funding is not a cash grant for any event or organization
  - All funding will be a post-event reimbursement
- Event funding consideration:
  - Highest priority is given to events occurring between August 1-January 31
    - May exclude existing holiday/high-volume event periods, including, but not limited to, Labor Day, Thanksgiving, Christmas, and New Year's, etc.
  - 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
- It is at the discretion of the Committee/Board to approve a lesser amount of funding then requested

**Application Submittal Procedure:**

- Submit the [application](#) prior to deadline noted above (see guidelines)
- Schedule a meeting with Brian Bentley, Marketing Business Development Specialist at [bbentley@daytonabeach.com](mailto:bbentley@daytonabeach.com) within two weeks of submitting an application
- Present application and funding request, either in person or virtually, at a regularly scheduled meeting of the Advertising Advisory Committee (see Addendum A)
- If the Committee recommends funding, present the application and funding request, either in person or virtually, at the next regular meeting of the Halifax Area Advertising Authority (HAAA) Board (see Addendum A)



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### **Following approval of Event Funding, events must:**

- Receive pre-approval from the CVB, in writing, of all marketing/advertising material
- Include the CVB logo in all 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
  - Other pages available to support your needs (i.e. "Food + Drink", "Things to Do")
- Provide an area at the event for a CVB Welcome Tent to distribute area information to attendees
- Use Addendum B as a checklist to ensure all requirements are met
- Possible Additional Promotional Support:
  - 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

### **Post Event Reporting Requirements:**

- Submit an [Event Recap Report](#) including an invoice, within 90 days of event completion
- 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: Brian Bentley; Event Funding  
140 South Atlantic Avenue, 5th Floor, Ormond Beach, FL 32176  
Or email: Brian Bentley at [bbentley@daytonabeach.com](mailto:bbentley@daytonabeach.com)



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## Addendum A

### Advertising Advisory Committee Meeting Dates:

January 9, 2024
March 12, 2024
May 7, 2024
July 9, 2024
September 10, 2024
November 5, 2024

### HAAA Board Meeting Dates:

January 17, 2024
March 20, 2024
May 15, 2024
July 17, 2024
September 18, 2024
November 20, 2024

## Addendum B

### Approved Event Funding Check List

- Include the [Daytona Beach logo](#) on event website and, when possible, in marketing materials.
- Include [Places To Stay](#) link on your event website so attendees can find/book accommodations in the Daytona Beach area.
- Connect with the CVB's Sales Department for hotel assistance. They can send a hotel lead based on your accommodation needs and secure additional courtesy room blocks. Contact Brian Bentley at 386-255-0415 ext. 140 or at [BBentley@daytonabeach.com](mailto:BBentley@daytonabeach.com).
- Submit [your event on DaytonaBeach.com](#). The website gets approximately 250,000 users per month and it is one of the best ways to showcase your event.
- Provide the CVB prior event images and event to [bbentley@daytonabeach.com](mailto:bbentley@daytonabeach.com). The CVB may use this in social, eNewsletters, website, etc. Please make sure there are no copywrite issues or limitations on your images.
- The CVB has an array of destination images that you can use in your marketing efforts. To access our media gallery, [create an account](#). If you have an issue accessing, contact Andrew Booth at 386-255-0415 ext. 125 or [abooth@daytonabeach.com](mailto:abooth@daytonabeach.com).
- Fill out and submit [Event Recap Report](#) after event occurs.
- Submit event invoice for reimbursement
- Have additional questions? Call Brian Bentley at 386-255-0415 ext. 140.



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