

Tourism Event Sponsorship Application

For an event to be considered for funding, all sections of the application must be completed. Missing information will delay review. Additional supporting documentation (such as prior year's performance of room nights generated) are strongly encouraged.

Section 1. Profile

Legal name of company	The Provincetown Business Guild
State the company was incorporated/organized in	Massachusetts

Contact name	Trevor Pittinger
Title	Executive Director
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City/St/Zip	Provincetown, MA 02657

About your company
Tell us about your organization. How many years has the company been in business? Describe what experience the company and the management team have in producing similar events. Describe other events the company has produced in South Florida.
The Provincetown Business Guild (the PBG), established in 1978, is a non-profit member supported organization that is committed to the economic and cultural development of LGBTQ+ tourism for Provincetown.
Today, more than 67% of visitors to Provincetown identify as LGBTQ+ and we're proud to claim space next to Ft. Lauderdale as one of the gayest communities in the United States.
This didn't just happen. The Provincetown Business Guild has been working to brand and market our community as the world's premier LGBTQ+ travel destination for nearly 45 years. One of the ways that the PBG works to promote Provincetown is through the creation of world-class events like Pride in June, Carnival in August and Holly Folly & First Light in December, and additional events during Bear Week that attract millions of visitors annually.
The Provincetown Business Guild does not currently produce large-scale events in South Florida. However - with our proposed partnership we do plan to produce limited key pop-events events during Pride, Bears in the Alley and at the Wilton Manors Holiday Spectacular, in partnership with our member business Provincetown's well-known The Crown & Anchor, to highlight the relationship between Ft. Lauderdale and Provincetown and our growing community crossover.

Name of Event	Full PBG event season: Holly Folly, First Light, Pride, Bear Week, Carnival
Event Date(s)	Oct 2023 - Oct 2024
Event venue(s)	Community-wide / 300 Member Businesses

Proposed amount of sponsorship investment:	190,000
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Section 2. About the event

Describe the event and how the local tourism industry is involved.

Describe who the event appeals to and why it would be a good fit for Broward County. Describe what tourism partners are involved. (For example, are you partnering with local hotels for promotions? Are local restaurants participating?)

Provincetown Business Guild produced events include Pride, Bear Week, Carnival, Holly Folly and First Light. Each year PBG events continue to grow and diversify, and attract visitors from across the United States and around the world. As the only dedicated queer resource promoting travel to Provincetown, the PBG's events, guides, online directories and social media channels offer a truly unique environment to engage with LGBTQ+ consumers.

The PBG maintains over 300 member businesses locally including lodgers, restaurants, art galleries, retail spaces, non-profits, and more, whose businesses we support by bringing visitors to our community. Many of these businesses also partner with the Provincetown Business Guild in the production of our events by providing their unique, world-class resources, so we can collectively create the most positive, unique and inclusive experiences for our visitors as possible. Please see our attached deck for a dynamic list of individual events associated with each of our five tentpole events.

Is one of the main purposes of this event to attract tourists to Broward County?
Explain why:

Yes

No

Provincetown and Ft. Lauderdale are long-established 'sister cities' sharing in audience, community members, entertainers, and travelers, who love exploring both of our destinations' complimentary seasons. Leveraging this year's holiday celebrations in Provincetown and our subsequent full high-season celebrations in 2024, we plan to spread Visit Lauderdale's messaging as a reminder to Provincetown visitors and our vast audiences of LGBTQ+ travelers that Ft. Lauderdale is always waiting to welcome the very same community with year-round sunshine and open arms.

Describe the event's budget

What is the total budget? List all sources of revenue (ex. ticket sales, sponsors, etc.) What is your lowest priced ticket? Describe how this sponsorship funding will be used.

The PBG's event budget for these five key events - Holly Folly and First Light 2023 and Pride, Bear week, & Carnival 2024 - is \$275,000. Our revenue sources for these events include ticket sales, localized marketing grants, sponsorships and merchandise. Ticket prices have a wide range from free events, like queer storytelling events and artist exhibitions out of the Provincetown Pride Center, all the way up to \$180 VIP tickets to see high-level LGBTQ+ talent like Alyssa Edwards or MX Justin Vivian Bond.

Visit Lauderdale's sponsorship funding will be used to drive forward the PBG's mission to develop and support the cultural development of LGBTQ+ Provincetown. This funding would bolster the PBG's annual strategic marketing plan, support the improvement of our membership tools and services, and provide opportunities to continue elevating our events. A large portion of this budget would also go towards bringing Provincetown marketing activations to Ft. Lauderdale during strategic events like Pride, Bears in the Alley and the Wilton Manors Holiday Spectacular - exchanging our performers, and strengthening the unique relationship between our destinations and communities. The budget would also go towards supp


If Visit Lauderdale does not fund this event, what impact does that have on the event?

Visit Lauderdale's support of the PBG would be an instrumental boon for the organization's coming year. It would create exciting PR opportunities for us to share how our two key LGBTQ+ communities support one another, and the financial support would allow for the organization to refocus substantive dedicated bandwidth from our two-person staff and board typically allocated to raising funds towards other development opportunities that would support our mission.

Section 3. Event metrics

Total projected attendance:	1m annual Provincetown visitors
What percentage of your attendees will stay overnight in Broward County?	N/A
What percentage of projected attendees reside <u>outside</u> of Broward/Palm Beach/Miami-Dade counties?	N/A

Do you have hotel or other lodging partners for this event?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, please list the hotel partner(s): (If you need more room, you can attach a list of hotels here instead).	Please find our full list of lodging partners at: https://local.ptown.org/listing-category/lodging/	
Contracted room nights: (Total number of hotel nights contracted with hotel partners located in Broward County).	N/A	
Estimated non-contracted room nights: (Estimated total number of non-contracted hotel nights attendees will use at hotels located in Broward County).	N/A	

Why do you expect these numbers?	
If this is an established event, please detail the prior performance of the event (room nights and/or attendance). If this is a new event, explain in detail why you anticipate the numbers above.	
The five key events the PBG produces in Provincetown go back as far as 1978 – Carnival's first year. These legacy events have grown within the community for decades, and the PBG has built a marketing engine that has consistently grown attendance at these events. We do also plan on utilizing new technology provided by our partners at the Provincetown Office of Tourism to share broad visitorship data utilizing the tool Placer. We will also be able to provide internal data for individual events based on ticket sales. PBG's 2022 event ticket sales summary attached and Provincetown's annual tourism data (1m unique visitors) available upon request.	
Attach documentation showing prior year's performance. <ul style="list-style-type: none"> • If this event occurred in the past, this information is required. • If this is a new event, information from a comparable event is recommended. 	

Section 4: Event promotion

Will the event marketing target audiences outside of South Florida?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Describe the marketing / promotional plan for the event. Description should include marketing budget, media outlets, execution methods as well as how Broward County will be promoted.		
Please see our sponsorship proposal deck for list of full list of both marketing/promotional plans for both our events as well as deliverables Broward County will receive, including timeline of reporting.		
Specify all proposed deliverables Broward County will receive with this sponsorship. (Examples: Visit Lauderdale logo included in six-month digital marketing campaign; Visit Lauderdale logo in email blasts to 200k audience; etc.)		
Please see our sponsorship proposal deck for list of full list of both marketing/promotional plans for both our events as well as deliverables Broward County will receive, including timeline of reporting.		
Metrics to Evaluate Success Specifically identify how you propose Visit Lauderdale should measure a successful investment of sponsorship funds with respect to your event. Outline the metrics that will be used and identify how you will provide proof-of-performance prior to payment. (Examples: 3rd party certified study demonstrating number of hotel room nights consumed and attendee demographics; ticket sales numbers including zip code information; gate entrance counter with surveys to determine number of out-of-town visitors; etc.)		
The Provincetown Business Guild will provide reporting on digital impressions, in-person actuals via Placer data, social media summary, and sample photos with all VL brand visibility for each of the five key events for Visit Lauderdale. One aggregate report will be submitted after Carnival 2024 to share the partnership's full exposure.		

Attach any additional information here:



<i>Trevor Pittinger</i>	10/4/2023 1:11:42 PM EDT
Signature	Date