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	
State the company was incorporated/organized in	

Contact name	
Title	
Phone #	
Contact email	
Address	
City/St/Zip	

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.

> ### This is an example of the application for use in planning your responses.
>
> Please, do NOT submit this example to Visit Lauderdale.
>
> **Fill out the actual application via the link at:** https://www.visitlauderdale.com/partners/sponsorship-terms/

Name of Event	
Event Date(s)	
Event venue(s)	

Proposed amount of sponsorship investment:	

This is NOT a sponsorship agreement; no agreement is made between parties with this document.

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?)

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Is one of the main purposes of this event to attract tourists to Broward County? Explain why:	Yes	No	

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.

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

Section 3. Event metrics

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

Do you have hotel or other lodging partners for this event?	Yes	No	
If yes, please list the hotel partner(s): (If you need more room, you can attach a list of hotels here instead).			
Contracted room nights: (Total number of hotel nights contracted with hotel partners located <u>in Broward County</u>).			
Estimated non-contracted room nights: (Estimated total number of non-contracted hotel nights attendees will use at hotels located <u>in Broward County</u>).			

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.

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Attach documentation showing prior year's performance. • 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?	Yes	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.

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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.)

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.)

Attach any additional information here:

Signature	Date