



GREATER FORT LAUDERDALE
CONVENTION & VISITORS BUREAU

TOURIST DEVELOPMENT COUNCIL'S
**SPONSORSHIP
PROGRAM**

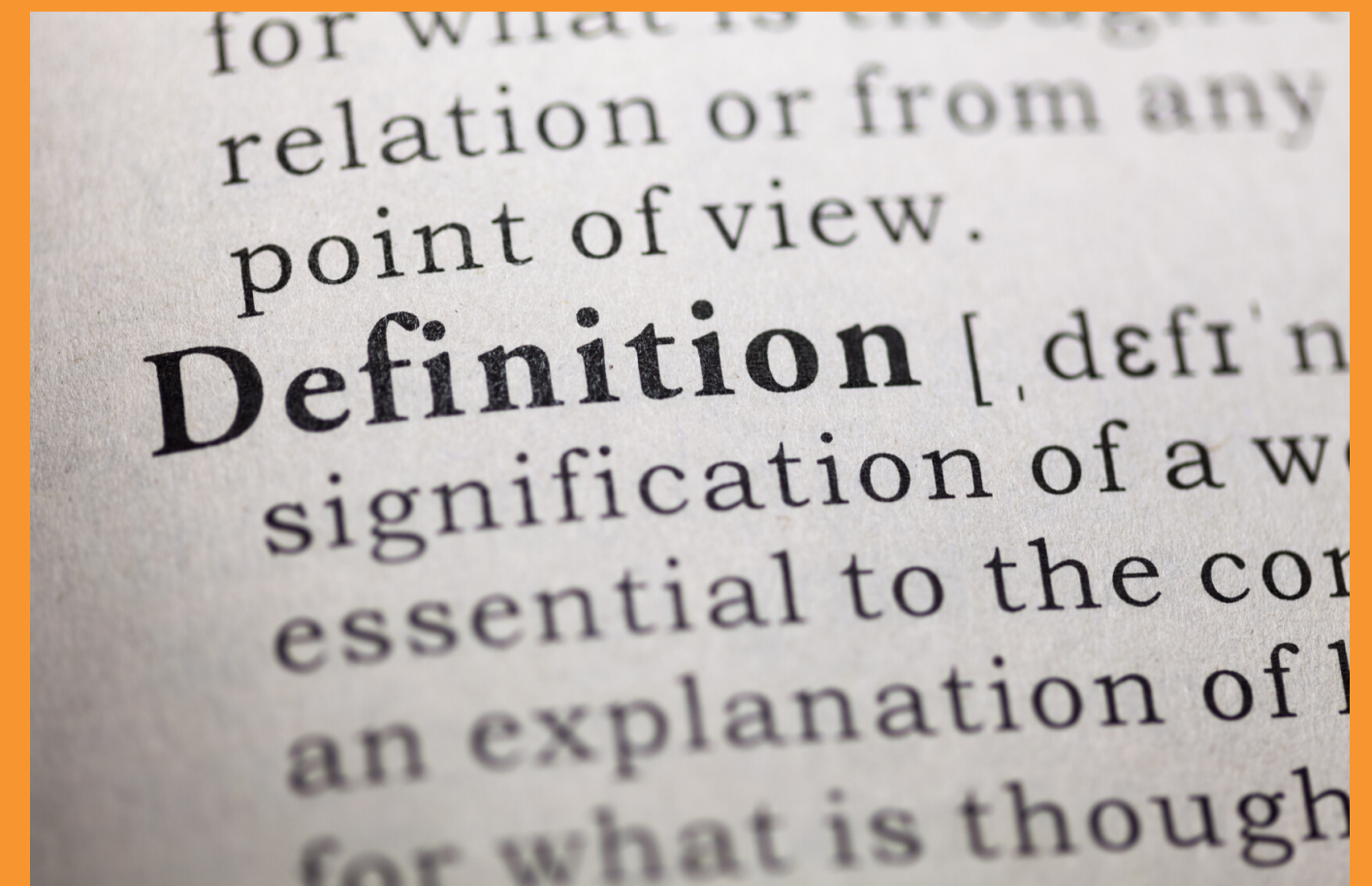
FEBRUARY 27, 2020

Tourism Event Sponsorship

GFLCVB uses sponsorship agreements to assist in the promotion, advertising and marketing of Broward County

Tourism Events *not* included in annual CVB budget are reviewed by TDC for funding recommendation to GFLCVB CEO

One of the main goals of the Tourism Event is the attraction of tourists -- resulting in measurable room nights



Past Practices vs. Present ... & Future

Event organizers ask GFLCVB for funding assistance



Event organizers complete "Tourism Sponsorship Application"

Event organizers are scheduled to present at a future TDC meeting / TDC Q&A

TDC makes a funding recommendation to GFLCVB CEO



What do you need to make an informed funding recommendation?

GFLCVB cuts budgeted programs to accommodate new funding request



Board of County Commissioners granted a \$500,000 fund for FY '19-'20

Tourism Sponsorship Form

✓ What do we ask?



Company Description / Event Description

Event Name / Date / Venue

Projections -- Room Nights / Attendance

Explanation of the RNs & Attendance

Core to the GFLCVB's Mission

Budget Details (total & how grant will be used)

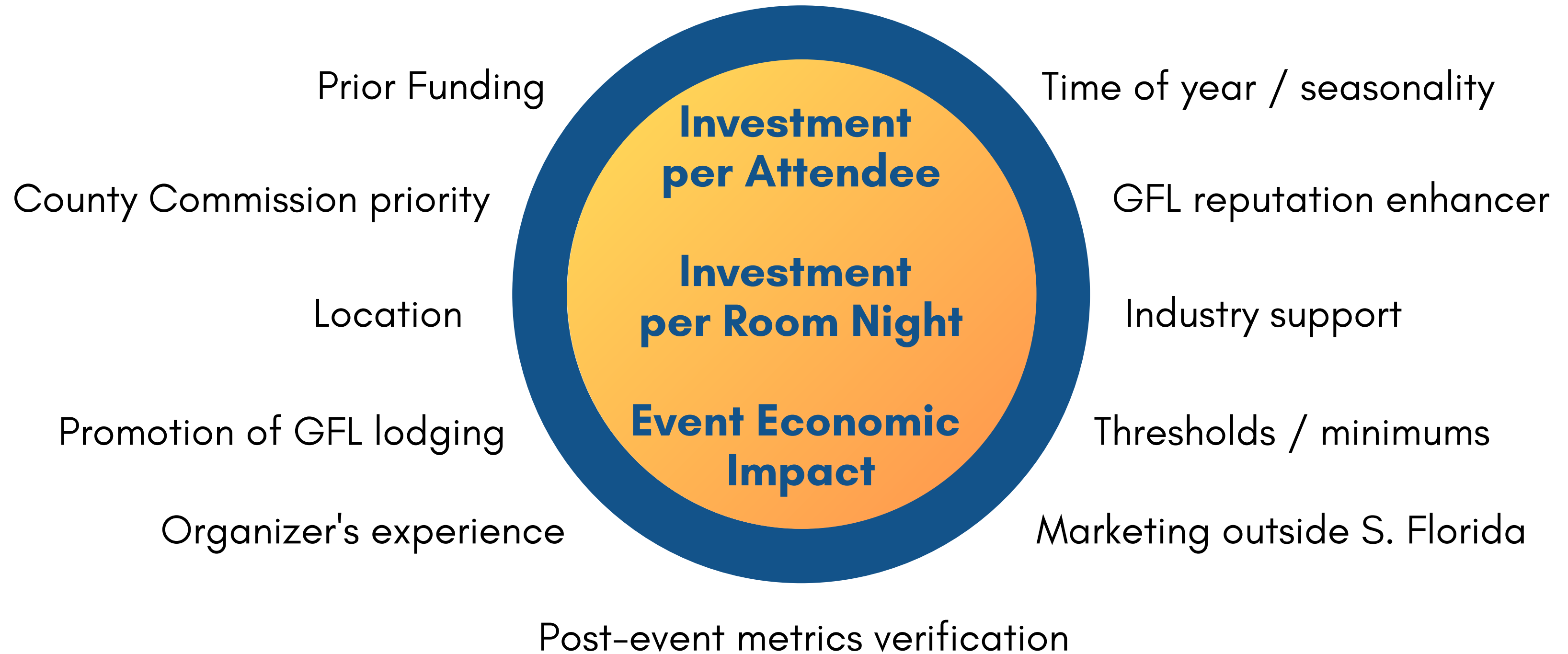
Proposed Investment (grant)

Marketing / Promotional Plan Description

Local Tourism Industry Involvement

Measuring the Success of the Event

Evaluation Criteria





FUNDING CONSIDERATIONS

Consecutive year funding

- Cap number of years
- Reduce by x% each year

Funding limitations

- Not to exceed limits
- Funding by x% of budget
- 1:1 matching funds

Return of revenue surplus



Next Steps ...

1

**Funding Request
Evaluation Form**

use-case

2

TDC feedback

current requests /
future requests

3

FY '20-'21

Funding Schedule
timing / expectations