

SPONSORSHIP POLICY FOR FINANCIAL ASSISTANCE OR IN-HOUSE SERVICES

As a part of City government with hotel occupancy taxes serving as its sole source of funding, the Irving Convention and Visitors Bureau is legally restricted in its expenditures of public funds. Sponsorships must meet certain criteria for consideration and be presented in ways that assure compliance with the law.

Individuals, groups or hotels requesting assistance from the Irving Convention and Visitors Bureau shall submit a written request using the form provided at the end of this document. Once the appropriate form has been received at the ICVB, the request will be reviewed by designated staff, or the Board of Directors if required. Requests for financial assistance should be received a minimum of ninety (90) days prior to the event.

For best opportunity for consideration, financial requests should be received no later than April 1 of the preceding fiscal year, in order to be considered as part of the annual budget development. (The ICVB Board adopts its budget in June, and that budget is then forwarded to the Irving City Council. The City Council does not adopt the budget until late September of the fiscal year which would begin that October.) Once the fiscal year has begun, the ICVB typically will not have uncommitted funds available, but may still be able to provide in-house services.

State law requires all expenditures of hotel occupancy taxes (HOT) must directly enhance and promote tourism and the convention and hotel industry, and must fit into one of six statutorily provided categories for the expenditure of local HOT revenues. (While Arts and Historic Preservation programming as it relates to tourism is an allowable expense, the Irving Arts Center and Irving Historic Preservation departments are funded with hotel occupancy taxes to support or provide these programs. If your sponsorship request is for an Arts or Historic Preservation program, you will be directed to these entities for any financial assistance requested.) The sponsorship request submittal form provides your best opportunity to explain in detail how your project will directly promote and enhance tourism and the convention and hotel industry in Irving.

Irving special event venues (that may be considered as an alternative to an Irving hotel or the Irving Convention Center) may be eligible for financial support of an individual booking or event through the ICVB Business Development Incentive Program (BizDIP), based solely on room nights generated. Please refer to that program for this consideration. Sponsorship considerations also are not intended to supplement any discounts or concessions offered for events held at the Irving Convention Center at Las Colinas.

Following an internal evaluation, the decision on funding or services to be provided will be made. The Bureau reserves the right to take up to sixty (60) days to evaluate a request. The requesting group (applicant) will be notified of the decision. In the event a request is denied or the level of support does not match the request, the applicant may request the Executive Director of the Bureau or the Bureau Board of Directors to re-review the determination. If a review by the Board of Directors is requested, it will occur at the next regularly scheduled meeting of the full Board of Directors, assuming the request is received in sufficient time to be posted as part of that agenda. A decision by the Board of Directors is final.

SPONSORSHIP POLICY FOR FINANCIAL OR IN-HOUSE SERVICES, continued

Upon completion of the sponsored event, the ICSV will receive from the applicant a complete follow-up report, to include number of attendees, confirmed consumed hotel rooms, media clips, future dates, etc. These reports will be used to evaluate the effectiveness of the sponsorship, as well as to review future participation in the event or similar events. The failure of an applicant to provide this post-event report will be factored in the evaluation of future requests from the applicant and/or the event.

Various factors are used by the Bureau to determine level of support; an event meeting 75% of the criteria in each of the following categories typically is defined by that category. A promotional consideration checklist follows for further detail.

NATIONAL EVENTS: Financial contributions evaluated individually

- Room nights contracted through the CVB: 400 +
- Advertising/promotional program: national
- Attendance: 35,000 +, with more than 20% coming from outside a 250-mile radius; national
- Event length: more than 1 day
- Client entertainment could be included on familiarization or press tour
- Opportunity to exclusively sell hotel packages supporting multiple hotels around event; interest and participation from Irving hotels in doing so

REGIONAL EVENTS: Maximum financial contribution: \$10,000.

- Room nights contracted through the CVB: 50-399
- Advertising/promotional program (at least 25%) extends to 250 mile radius.
- Attendance: 10,000-35,000; primarily coming from drive-to markets (150-250 miles).
- Event length: more than 1 day.
- Client entertainment could be included on familiarization or press tour.
- Opportunity to exclusively sell hotel packages supporting multiple hotels around event; event; interest and participation from Irving hotels in doing so

LOCAL EVENTS: Maximum financial contribution: \$1,000.

- Room nights contracted through the CVB: 50 or less
- Advertising/promotional program limited to Metroplex area.
- Attendance: 10,000 and less; primarily local.
- Event length: one day.
- Limited client entertainment possibilities.
- Limited hotel packaging opportunities
- Organizations already receiving hotel occupancy taxes are not eligible for cash sponsorships, but may receive promotional support in the form of available promotional merchandise for door prizes, silent auctions, etc.

CIVIC EVENTS: Promotional and public relations support.

- No hotel room nights contracted through the CVB
- Does not generate substantial media coverage outside of the DFW area.
- Private, ticketed events not open to the general public.
- Activities typically limited to day-parts only, i.e., golf tournaments, luncheons, dinners, performances, etc.

INDUSTRY EVENTS: Financial contributions evaluated individually, based on whether event is associated with the local chapter/organization only, or at the national level. These include but are not limited to the events and activities of organizations such as: Texas Society of Association Executives, Meeting Professionals International, Professional Convention Management Association, Destination Marketing Association, US Travel Association, etc.

SPONSORSHIP CHECKLIST

CVB/VISITOR IMPACT CRITERIA

- How does the event directly promote and enhance the tourism industry in Irving?
- How does the event directly promote and enhance the hotel and convention industry in Irving? Will the event have a direct positive affect on hotel/motel occupancy?
- Does the event have proven room sales history? Will the event contract for any room nights?
- Can/will/does the event generate new business for city retail, restaurants, attractions and hotels?
- Does the event last more than one day?
- Is the event likely to attract visitors from beyond the DFW area?
- How will the event be promoted beyond the DFW area?
- Can travel packages be developed to promote the event?
- Will Irving's hospitality industry have access to complimentary or substantially discounted event tickets to package with hotel rooms, attraction tickets, retail offers, restaurant dinners, etc?
- Will the event generate significant media exposure, in market and out?
- Does the event support the CVB's mission and vision statements?

PROMOTIONAL IMPACT CRITERIA

- What are the CVB's opportunities for exposure? Signage, VIP access, complimentary tickets, media coverage, collateral representation?
- Who will the event be showcased to and how?
- Does the event exhibit a positive image building opportunity for the destination?

EVENT MANAGEMENT CRITERIA

- Is the event professionally run?
- Has the event secured necessary authorization from the event venue?
- Does the event provide accessibility to all audiences?
- Is there a business and marketing plan for the event?
- What is the event's backup plan in case of inclement weather?

EVENT DESCRIPTION CRITERIA

- Is the event a one-time only event?
- Is the event consistent with Irving's community values?
- Does the event support the CVB's mission and vision statements?
- Does the event fill in a missing part of Irving's "landscape?"
- Does the event come on days of the week when Irving's hotels and restaurants want/need such activity?
- Does the event come at a time of year when Irving's hotels and restaurants want/need such activity?

- Does the event present long-term growth opportunities?
- Does the event have the capability to grow, either by the number of participants or spectators?
- Will the event likely outgrow Irving in the near future?

EVENT FINANCIAL CRITERIA

- Are other sources of hotel tax being used to produce the event?
- What other sources of funding are being used to produce the event?
- Are Irving tax dollars the only funding sources?
- Is the event also asking for support/subsidy from the Irving Convention Center?
- Is the event receiving BizDIP dollars, or other rebates from the ICVB and/or the hotel community?
- What are the event's revenue-generating abilities for its own priorities?
- Does the event producer show financial stability?
- Can the event proceed without financial support from the CVB?
- Will the CVB be able to reduce its contribution after the first year, or is the CVB expected to be a continuous source of funds annually?
- What is the cost of the sponsorship activation to the CVB?

EVENT REQUIREMENTS

- At the ICVB's request, all events that receive ICVB funds or promotional support may be required to distribute ICVB promotional materials on site at no cost to the ICVB, and to include the ICVB logo and/or its "Powered by Tourism" logo on all promotional materials and in all press materials.



- All events that receive ICVB funds will be required to provide the ICVB with a quantity of promotional brochures, sized to fit a #10 envelope, that may be used to respond to advertising inquiries and promote the event. Materials must be received a minimum of 90 days in advance of the event.
- At the ICVB's request, all events using ICVB funds will be required to distribute and collect information forms (furnished by the ICVB) or allow an on-site third party survey of attendees to track attendee spending, accommodations, and demographic information.
- It is the sole responsibility of the entity receiving hotel tax funds to comply with all requirements of the use of hotel/motel occupancy funds, according to Texas State Law. Those requirements may be reviewed in the [tax code at the Texas Legislature's site- http://www.statutes.legis.state.tx.us/Docs/TX/htm/TX.351.htm](http://www.statutes.legis.state.tx.us/Docs/TX/htm/TX.351.htm), and at the Texas Municipal League's primer on ["What Cities Need to Know to Administer Municipal Hotel Occupancy Taxes" https://www.tml.org/legal_pdf/Admin-localHotelTax.pdf](https://www.tml.org/legal_pdf/Admin-localHotelTax.pdf).

IRVING CONVENTION AND VISITORS BUREAU

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mgast@irvingtexas.com

SPONSORSHIP REQUEST

Date of Request: _____

Date Received by ICVB: _____

PURPOSE: To provide individuals, groups, companies, associations, etc. a method for requesting financial or in-house assistance for events, which have the potential primarily to fill Irving hotel rooms and/or generate awareness (media) for the City of Irving as a destination. Events are evaluated as Industry, National, Regional, Local or Civic. Once this form is complete, please mail, email or fax it back to the ICVB.

Contact Name _____

Group/Company Name _____

Address _____

Telephone _____ Fax _____

Email _____ Website: _____

NAME/DESCRIPTION OF EVENT

(Provide statement detailing major purpose and activities of event; include date and type.)

EVENT DATE(S): _____ FIRST-TIME EVENT? Yes No

TYPE OF EVENT: National Regional Local Civic Industry

BENEFIT OF EVENT TO IRVING/ICVB:

Contracted Room Nights: ## Rooms _____ Hotel/s _____

(Please indicate if Irving hotels have already been contracted and if so, with what property; if not, ICVB staff will work with group to secure hotel agreements.)

Potential Media Coverage \$ _____

Potential Client Entertainment Possibilities _____

Estimated Total Attendance _____
% Local _____ % Regional _____ % National _____

TOTAL BUDGET FOR EVENT \$ _____
TOTAL MARKETING BUDGET \$ _____
Local \$ _____ Regional \$ _____ National \$ _____

SPONSORSHIP REQUEST FORM

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SPECIFIC REQUEST TO ICVB:

Sponsorship Funds \$ _____

Are other sources of hotel/motel tax being used to support this event? Yes No

In-House Services Requested (check all that apply)

_____ Public Relations Support (press releases, contact with local media)

_____ Social Media Support

_____ Distribution of Event Materials

SERVICES/AMENITIES/BENEFITS APPLICANT AGREES TO PROVIDE TO ICVB:

(Please provide detailed description, or attach a separate document.)

NOTE: Upon completion of the sponsored event, the applicant is expected to submit a complete follow-up report, to include number of attendees, consumed hotel rooms, media clips, etc. Final sponsorship installment may not be made until this report is received.

ICVB STAFF RECOMMENDATION:

Event type: Industry National Regional Local Civic

\$ _____ Sponsorship Funds

\$ _____ In-Kind Services

_____ Other _____

\$ _____ **Total Value**

Staff

Date

APPROVAL:

Executive Director

Date

BOARD APPROVAL IF NEEDED:

Board Chair

Date

POST-EVENT FOLLOW-UP REPORT – Please forward to ICVB CONTACT PERSON DESIGNATED PER EVENT.

Event Name: _____ Event Date: _____

Contact Name _____

Group/Company Name _____

Address _____

Telephone _____ Fax _____

Email _____ Website: _____

Media Coverage Estimated Value \$ _____

Please attach copies of any news coverage, including media clip reports, for any in-market and outer-market coverage the event generated. This should include traditional print and broadcast coverage, as well as non-traditional, such as blogs, online calendars, etc. This should NOT include any paid or in-kind advertising support.

Paid/In-Kind Advertising Exposure Estimated Value \$ _____

Please attach copies of any advertising tearsheets, including publication name and date, for any traditional or non-traditional placements; for out-of-home, please provide a copy of any placements and a map and/or schedule of placements.

Final Event Marketing Budget \$ _____

Final Total Attendance _____

% Local _____ % Regional _____ % National _____

Were any attendee surveys conducted? YES _____ NO _____

If YES, how many attendees participated, and what was the survey purpose and outcome?

Final Event Total Budget \$ _____

Total Number Contracted Hotel Rooms _____ **Contracted Rate per Night** \$ _____

Participating Irving Hotels:

Please provide any other information you may wish to share regarding the event's success and plans for future years, including any date or programming changes that may be contemplated.