



# BRING YOUR MEETING HOME

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## CAMPUS CONNECTION

A mutual investment that strengthens ties between Madison and the University of Wisconsin-Madison

### CONTRACT TERMS

#### PAYOUT BASED ON CONSUMED ROOM NIGHTS

University of Wisconsin-Madison will receive an incentive payout from the Destination Madison using the scale below. This room night scale is based on actual room nights consumed per event.

| Room Night Range        | Investment Per Event |
|-------------------------|----------------------|
| 1,000-2,000 room nights | \$10,000             |
| 2,000-3,000 room nights | \$12,500             |
| Over 3,000 room nights  | \$15,000             |

#### EVENT CRITERIA

- Event requires a minimum of 1,000 contracted and consumed hotel room nights using two or more hotels
- Requires usage of Monona Terrace, Alliant Energy Center, or another facility with approved exception
- Does not apply to local meetings or ongoing repeat events that are held on campus or in hotels
- Applies only for events that rotate around the US or WI which have not met in Madison over the past three years
- Does not apply for business already booked
- Incentive payouts are based on actual consumed room nights as reported by the hotels
- Payout will be made within 45 days of completed room pick-up audit
- The business opportunity/lead needs to originate through the Destination Madison
- Proactively collaborate with Destination Madison to facilitate organization internal/external networking, provide applicable local host support needs and other appropriate steps that help secure Madison as the final host destination
- Funds to be paid directly to the University of Wisconsin-Madison Foundation (in collaboration with the faculty/program)
- University of Wisconsin-Madison can opt out of this program at any time

#### ROOM NIGHT PRODUCTION TRACKING

The payout received is based on revenue paying room nights consumed per event in the calendar year the event occurs. Actual room night consumed and tracked for each meeting, convention or event will be supplied from the University of Wisconsin-Madison contracted hotels to the Destination Madison. University of Wisconsin-Madison and their contracted hotels will be responsible for ensuring accuracy of reported room nights.

#### PAYOUT

Pending receipt and University of Wisconsin-Madison's mutual agreement of the room nights generated by the conferences as reported by contracted hotels, Destination Madison will provide payouts to University of Wisconsin-Madison within 45 days following the end of each event.