

Basic Information

1. Event Name
2. Event Date
3. Event Location (If the event is a race, please provide the Race Start & Finish Locations)
4. In a few sentences, please provide a description of the event.
5. Number of years the event has been held
6. Number of years Travel Marquette has provided sponsorship for this event
7. Monetary Donation Requested
8. Please state any in-kind or non-monetary donations requested

9. Name of Organization

Organization Contact Name

Organization Contact Title

Organization Address

City/Town

State

Zip Code

Contact Phone

Contact Email

Website

Social Media Page Link

Visitation

10. How many people attended the event in the past?

11. How many people do you expect to attend the event this year?

12. How many people attended the event in the past from outside of the county?

13. How many people do you expect to attend the event from outside of the county?

14. How does this event benefit visitors to Marquette County?

Finance and Marketing

15. What is the projected cost of the event?

16. How much money will be spent on promotion, advertising, and radio/media coverage for the event?

17. Do you gather revenue from ticket sales, vendor fees or registration fees? How much does each ticket cost, what is the vendor fee, and/ or how much is the registration fee?

18. Do you gather revenue from souvenir or merchandise sales? If so, what do you plan to sell? How much does each item cost to the organization? How much does each item cost to the public?
19. How much money is spent on shirts or other swag materials? What is the cost for participants to purchase the items or are they free?
20. Will the event have concessions? If yes, what do you spend on stock for concessions? What is the cost for attendees to purchase concessions?
21. Are there other miscellaneous costs to implement the event? (Ex: bottled water for race participants, free beer with ticket purchase, gas for transportation to event)
22. Please describe other sources for funding you expect to have or already have for the event?

Sponsorship

23. What are the sponsorship benefits Travel Marquette will receive for sponsoring the event?

If given sponsorship, please send Travel Marquette event results **within 90 days** of the event. This can include participant numbers, number of attendees to the event, event participant surveys, economic impact, and any event success stories you may be willing to share. All information will remain confidential.

Yes

No

Would you need assistance with the creation of surveys to give to participants?

Yes

No

