



EVENT SPONSORSHIP GUIDELINES

Event Sponsorship Funding Program and Application Process Overview:

Review the Oklahoma City Hotel Tax Event Sponsorship Funding Program Guidelines to ensure that your project or request falls into the basic parameters of allowable expenditures. Applications are good for the fiscal year in which the event ends (7/1 – 6/30). If you have multiple year projects, you must submit separate applications for each fiscal year.

In order for Applications to be presented for Event Sponsorship Committee (“Committee”) review and Commission approval, all applications must be submitted a minimum 60-days before the start of the event. Any requests received with less than a 60-day window will not be reviewed. The calendar of application deadlines for request submittal can be found at VisitOKC.com. The Committee will review your request and issue a recommendation to the full Commission. The Commission will establish a meeting schedule annually to review requests.

The Commission will make the final decision for all funding allocations. Once your proposal has come before the Commission, you will be notified within 10 days as to the actions taken by the Commission.

The Commission in conjunction with the Bureau conducts a tax-based program to award funding for sponsorship of select events consistent with the factors contained herein and contingent upon availability of funding. The primary purpose of this program is to stimulate and assist applying organizations, associations and agencies in the enhancement, promotion and marketing of tourism and related events in Oklahoma City. As such it is expected that all applications will be timely submitted to allow ample time for sponsorship award criteria to be met and considered by the Committee and Commission.

Funding for this program is levied and authorized pursuant to Oklahoma City Municipal Code, 2007 (“City Code”), Sections 52.63.1 and 52.81.1. All Oklahoma City Hotel Tax revenues collected by Oklahoma City are earmarked exclusively for the purpose of encouraging, promoting and fostering the convention and tourism (visitor) development of Oklahoma City, with a breakdown for the use of such revenues set forth in Section 52.81.1 of the City Code. Section 52.81.1(3) specifically provides that 1/11th of the revenues collected shall be expended solely for use for sponsorship and/or promotion of events recommended by the Commission and anticipated to enhance the local economy through increased convention and/or tourism (visitor) activity in the City.

Notwithstanding any other provision in these Guidelines, no event is “entitled” to receive sponsorship funding from Hotel Tax revenues, and the decision to recommend the award or to not recommend the award of sponsorship for an event, and the amount of any such funding to be awarded, rests in the sole

discretion of the Commission and its decision regarding an application for funding shall be final and binding.

(Please Note: Unless otherwise specified the Commission through the Bureau is a financial contributor to the event and in no event shall either entity be considered a promoter or co-sponsor, and therefore, will not be responsible for any debts incurred by a promoter or co-sponsor for such event.)

Event Sponsorship Funding Program Guidelines:

Any organization, association, or agency that conducts visitor-related events and activities within the city limits of Oklahoma City is eligible to make application for event sponsorship funding according to the following guidelines:

1. Support will be based on the factors set forth in Paragraph 15 of these Guidelines, with such factors to be applied by the members of the Commission based on their best judgment. See Paragraph 15 below.
2. Events must take place within the city limits of Oklahoma City in order to be considered for funding.
3. One organization can apply for event sponsorship funding for multiple events, provided that separate applications are submitted for each event. Applications are valid only for the fiscal year in which the event ends (Bureau fiscal year begins on July 1 and ends on June 30).
4. Funds SHALL NOT be granted for normal and routine operation and administrative expenses normally paid by the organization, association or agency conducting the event.
5. Payment of the award will only be made to the applicant organization, association or agency approved for receipt of event sponsorship funds. No payments will be made directly to vendors or individuals, or to any party other than the applicant.
6. Each application form must:
 - a. Be completely filled out, including but not limited to marking "N/A" or "Not Applicable" for any question deemed inapplicable to applicant;
 - b. Be signed by an authorized officer or agent of the applicant organization with respect to all aspects of the application process;
 - c. Be submitted by the application deadline for the period in which the event will occur. The Bureau may reject any applications submitted late without further review or recourse;
 - d. Provide the requested financial information on the application for Event Sponsorship Funding detailing all proposed expenses associated with the use of Event Sponsorship Funding Program support;
 - e. Provide details of all sponsorship packages (including all sponsor financial levels and sponsor benefits) made available to potential event sponsors by the applicant organization;
 - f. A comprehensive list of all hotels being used in the Oklahoma City area by the event including dedicated room blocks reserved. If dedicated hotel room blocks have not or will not be obtained the group must provide detail of its plans for obtaining blocks, identifying and promoting "preferred" hotels for its delegates and how the group will determine the actual usage of hotel rooms/room nights by event participants and /or attendees.

7. Room nights and direct spending will be verified by Bureau staff to the extent possible and future sponsorship and/or promotional funding for events conducted by the same organization, association or agency may be contingent on the percentage of room nights actually utilized.
8. All funding recipients are required to maintain complete and accurate accounting and project records for the event.
9. All organizations, associations or agencies awarded sponsorship funding for an event must substantially accomplish what was presented and set forth in the application prior to receipt of such funding. If, for any reason, the requirements of the application have not been substantially met in the sole discretion of the Commission, payment may be reduced or withheld.
10. All sponsorship funding awards are subject to the availability of funds to the Bureau.
11. All recipients awarded funding must display the Bureau logo on materials, and include the Bureau as a sponsor in all promotional and support literature including program books, print and electronic advertising, and in-facility promotions.
12. Event sponsorship funding awards shall be expense specific and may only be used for event expenses specified below unless otherwise approved in advance by the Commission. All aspects of awards, including expenditures for which reimbursement is sought, are subject to audit by the Commission and/or the City Auditor, or his/her designee.
13. The Committee shall review all applications and make recommendations regarding awards.
14. Once the Committee has acted the application for funding and the Committee recommendation will be forwarded to the full Commission; and, after the Commission has acted thereon, applicants will be notified of the final decision within ten (10) business days.
15. The recommendation by the Committee and the final decision by the Commission to award or not to award event sponsorship funding to an applicant will be based primarily on the following factors:
 - a. The extent to which the event would promote and provide exposure outside the metro area with regard to Oklahoma City's appeal as a convention or visitor destination;
 - b. The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation within the city limits of Oklahoma City;
 - c. The extent to which the event is anticipated to enhance direct spending through increased convention and/or tourism (visitor) activity in Oklahoma City;
 - d. The extent to which the event has potential for future growth; and
 - e. The extent to which the event provides an overall benefit to the community.

These factors shall be applied to an application based upon the best judgment of the members of the Committee and the Commission from the information provided by the applicant organization and reports filed for past events, and any such recommendation and/or decision on an application shall rest in the sole discretion of the members voting thereon and shall be final and binding.

Examples Of Allowable Expenditures:

- Printing for the event
- Postage pertaining to the marketing of the event
- Advertisements and promotion for the event, including but not limited to television, radio, online marketing, newspaper, magazines, billboards and signage on highways entering Oklahoma City. Preference in award decisions will be given to those applicants providing substantial out-of-market advertising to attract new business to Oklahoma City hotels.
- Preparation of presentation materials, such as brochures, photography, etc.

- Transportation within Oklahoma City while event is being held; i.e., bus transportation to take participants to event site, local attractions, etc.
- Souvenir items that include the Bureau logo on them
- Rental fees for use of a facility, such as the facilities currently known as OKC Convention Center, State Fair Park or Paycom Center, National Cowboy & Western Heritage Museum, or other facilities, etc. for the event
- Prize money for event participants
- Costs associated with Host City responsibilities
- Special promotions of Oklahoma City hotel packages for the event participants or attendees.
- Other appropriate promotional expenses required for the event that would be allowable under Oklahoma law

Examples Of Non-Allowable Expenses:

- Taxes cannot be reimbursed.
- Annual operating expenses that are not directly related to the event
- Any other expenses that are not allowable under Oklahoma law
- Staff salaries for event planning and operations

To Receive The Funds You Have Been Awarded:

16. Following approval by the Commission, event sponsorship funds will be disbursed only upon completion of the event and all related activities and after submission of all required documentation to the Bureau not later than forty-five (45) calendar days following completion of the event. Documentation must include:
 - a. Invoice for the amount awarded;
 - b. Project accountability be submitted;
 - c. Final report for the event including expenses associated with event sponsorship funding awarded;
 - d. Completed group room pickup; and
 - e. An evaluation of the direct spending impact associated with the event based on the formulas and dollar amounts specified.

Disbursement of all funds by the Bureau to the recipient will follow accepted accounting practices of the City of Oklahoma City Finance Department.

17. The requested information above make up the entire Application and Accountability packet for the Event Sponsorship Funding Program.
18. Accountability including Group Pick-up Reports, Invoices and other required documentation must be submitted within forty-five (45) calendar days of the end of the event or funding reimbursement may be forfeited.
19. In accordance with Title VI of the Civil Rights Act, as amended; 42 U.S.C. § 2000d; Section 303 of the Age Discrimination Act of 1975, as amended; 42 U.S.C. § 6102; Section 202 of the Americans with Disabilities Act of 1990; and 42 U.S.C. § 12132, all organizations, associations and/or agencies awarded sponsorship and/or promotional funding for an event shall provide equal access and equal opportunity in employment and services and shall not discriminate on the basis of disability, race or ethnicity, color, national origin, religion, age and/or gender.