

20 VISIT SOUTH BEND MISHAWAKA 22 TOURISM MARKETING + HOSTING SPONSORSHIP

OVERVIEW

Visit South Bend Mishawaka (VSBM) is funded by a portion of the St. Joseph County Innkeepers Tax. VSBM has identified a portion of its budget to fund marketing and hosting of events with potential tourism to the St. Joseph County area. These funds are to assist qualified organizations with the promotion and hosting of events and activities aimed at driving an increase in hotel-motel occupancy while creating a positive image for St. Joseph County.

Grant Awards: Up to \$5,000

APPLICATION GUIDELINES

- Event must take place in calendar year 2022
- One organization can submit multiple times, however, only one submission per event
- All events must utilize St. Joseph County hotels and cannot promote lodging facilities outside of the county
- VSBM must be given recognition as an event or promotional sponsor and have our website linked on your event and/or organization's home page
- No event can be political in nature
- If for any reason beyond your control you cannot complete the event or event date changes from the original calendar year, both reimbursement/sponsorship and future funding opportunities may be jeopardized
- Organizations receiving direct allocations from SJC Innkeepers Tax are ineligible
- Fill in form on next page, save to your computer and email completed form to Rob DeCleene at rdecleene@visitsouthbend.com or Nick Kleva at nkleva@visitsouthbend.com

APPLICATION REQUIREMENTS

- Generate overnight stays within St. Joseph County; failure to meet projected room nights can jeopardize eligibility
- Draw more people outside the local market or attract new visitor audience
- Identify specific marketing/promotion or facility rental costs
- Proposed event scheduled during eligible dates
Ineligible weekends dates:
(ND Commencement, Football Weekends + Special Events)
May 14-15, Jun. 25, Sept. 9-11, Sept. 16-18, Oct. 14-16, Oct. 21-23, Nov. 4-6 and Nov. 18-20.

ELIGIBLE EXPENDITURES FOR REIMBURSEMENTS

- Advertising focused outside St. Joseph County – media resources based in SJC but with regional focus are acceptable
- Production of promotional pieces; brochures, direct mail, etc. Specify methods of distribution, production costs and any other expenses
- Facility rental enabling event to take place
- Hosting costs associated with local facilities +/- vendors

POST EVENT GUIDELINES

- Actualized attendance and hotel room nights generated
- Summary of advertising (*placed, trade and in-kind advertising*)
- Event's success/concerns/recommendations for changes
- Completion of Post-Event Economic Impact Form, provided by VSBM
- Documentation of VSBM recognition at event
- Attendees demographics, if available (*zip codes, states represented, etc.*)

SUBMISSION DEADLINES

Applications will be accepted in advance but must be submitted by these dates to be considered. They will be reviewed quarterly. If your event takes place in the first quarter, please submit the application as soon as possible.

| EVENT DATE | APPLICATION DEADLINE |
|--------------|----------------------|
| Jan. – Mar. | Jan. 3 |
| Apr. – Jun. | Mar. 1 |
| Jul. – Sept. | Jun. 1 |
| Oct. – Dec. | Sept. 1 |



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1. APPLICANT INFORMATION

Organization Name: _____

Are you a Nonprofit or Non-for-Profit Organization? YES NO

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Address: _____

Website: _____

2. EVENT INFORMATION

Name of Event: _____

Start Date: _____ End Date: _____

Event Type: Business Meeting Convention Trade Show Sports Other: _____

Description of Event:

Where will your event be held? _____

How will you recognize Visit South Bend Mishawaka? (Ex. Banner at event, social media, ad in program, etc.)

3. ECONOMIC IMPACT

Total Number of Attendees: _____

Number of Day Visitors (not staying in hotels): _____ Number of Overnight Visitors (staying in hotels): _____

Total Number of Rooms Nights: _____ Average Room Rate: \$ _____

Do you have hotels secured? YES NO If no, may we assist you? YES NO

How will room nights be tracked? _____

Explain how this event will have a positive impact on St. Joseph County:

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4. FUNDING

Sponsorship Amount Requesting: \$ _____ Total Event Budget: \$ _____ Income - Expenses = \$ _____

Describe how the requested funds will be used.

INCOME GRID Please complete both grids below to the *best of your ability*.

| ITEM | PROJECTED | EXPLANATION |
|--------------------------|-----------|-------------|
| Registration/Attendees | | |
| Sponsorships | | |
| Rebates | | |
| Other (<i>explain</i>) | | |
| TOTAL INCOME | | |

EXPENSES GRID

| ITEM | PROJECTED | EXPLANATION |
|--------------------------|-----------|-------------|
| Travel | | |
| Housing | | |
| Food + Beverage | | |
| Equipment (A/V) | | |
| Facility Rentals | | |
| Marketing | | |
| Admin. Costs | | |
| Other (<i>explain</i>) | | |
| TOTAL EXPENSES | | |

Additional budget explanations:

5. ADDITIONAL COMMENTS + INFORMATION