

2022 Community Event Marketing Program Applications Due November 3

Enhancing the Paso Robles experience for visitors and locals alike.

Travel Paso has opened the application period for the 2022 Community Event Marketing Program to support community events January 1, 2022 through December 31, 2022. This program enables Travel Paso to identify local events, activities and organizations that align with its mission to brand, market and promote Paso Robles as the authentic destination of choice. The organization reaches regional, national and global travelers targeting leisure, family, business and group visitors, resulting in more frequent visitation and longer stays in Paso Robles.

To apply for the program, go to travelpaso.com/community-event-marketing-program/ for more important details and to start the application. Applications are due by November 3, 2021, at 12:00 p.m. for events happening in the remainder of the 2022 calendar year.

Travel Paso recognizes that forging community partnerships with local cultural, social and recreational organizations can make significant contributions to the overall quality of life in Paso Robles as well as the ability to market the destination and enhance visitation throughout the year. Accordingly, a portion of the annual marketing budget is allocated to the Community Event Marketing Program.

Important Notes to Consider

Travel Paso invites event producers/organizers to submit an application to be considered for the 2022 calendar year and recommends the following factors be considered and included in the application:

- Outline how the event/program will be marketed to destination travelers outside of the area.
- Consider the timing of the event. The goal is to avoid multiple events on the same day and to support initiatives that drive mid-week, shoulder-season and multi-night stays.
- Opportunities for using Travel Paso's marketing channels to promote the event/initiative.
- How can Travel Paso participate in your initiative if goals and resources align?
- How the event/program enhances the current visitor experience.
- The metrics/measurements used to show increases in attendance and event growth.

Media Tool Kit

All selected community organizations are required to submit a media tool kit to Travel Paso 60 days prior to the start of their event to ensure marketing collaboration with Travel Paso. This must include photo assets to be used on social platforms and email marketing, all social media handles, any event promotional items and key facts about the event. A list of the marketing tools requested will be provided to recipients. Additionally, event organizers are asked to submit event listings to the travelpaso.com website for features on the event calendar.

Travel Paso Marketing Resources

Travel Paso has a budget and resources assigned to support community events/organizations and opportunities that align with the Travel Paso mission. These resources include:

- Website support through event listing, calendar entry and inclusion in Travel Paso blog
- Promotion of messages through our monthly consumer email communications reaching more than 12,000 people
- Outreach to lodging partners and tourism constituents through our weekly industry newsletter to communicate promotional and partnership opportunities
- Mention on our social media platforms
- Travel Paso media distribution
- Potential billboard use
- In addition to in-kind marketing support, financial support may be available when directly aligned with the goals of the Community Event Marketing Program

Application Process

Travel Paso requests that applicants include the following elements to help evaluate the opportunity for partnership. Please note, the evaluation of each application is based on its own merits and is not competitive against additional applicants.

- A cover letter introducing the organization and the program(s) requesting support
- A completed Application Form
 - A summary of past support received from Travel Paso and the realized results connected to that support
 - A description of the program(s)/event(s) requesting support in 2021 – Please include the requested level of support (financial and/or in-kind) and the associated partner benefits that may apply to Travel Paso
 - An explanation of the anticipated impact of events/programs requesting support and measures that will be used in evaluating this impact

Upon notification by the Travel Paso Board, 75% of the amount requested will be distributed to the event organizer. The remaining 25% will be distributed upon receipt of the post-event recap. A contract outlining the required elements and conditions will be routed for signature upon notification by the Travel Paso Board.



Requirements

All selected applicants are required to use the Travel Paso logo on the event website, and provide a link back to the Travel Paso website, collateral materials and other promotional platforms with approval by Travel Paso. Selected applicants should include #travelpaso #pasorobles in addition to event hashtags when posting on social media, and tag Travel Paso in appropriate posts.

Post-Event Recap

All selected applicants are required to submit a post-event recap to assist Travel Paso in better understanding the tourism impact associated with the event and to help guide future requests for support. It is recommended that your organization complete a post event survey to assist with the data needed in this recap. Completed forms should be submitted to info@travelpaso.com within 60-days of the event's completion. Failure to complete and return the post-event recap in a timely manner may result in not receiving the 25% balance of the amount awarded and be omitted from future funding consideration.

Important Application Dates for Events in 2022:

Oct. 4, 2021: Application period opens for events occurring in the 2022 calendar year

Nov. 3, 2021: Applications due to Travel Paso by 12:00 p.m.

Nov. 9, 2021: Review of applications by Travel Paso Marketing Committee

Nov. 16, 2021: Review of applications and funding recommendations approved by Travel Paso Board of Directors

Nov. 19, 2021: Announcement of funding awards