



Tourism Event Funding Application

Event Name: _____

Event Dates & Times: _____

Event Social Media Channels:

X/ Formerly Twitter: _____

Facebook: _____

Instagram: _____

TikTok: _____

Other: _____

Existing Event or New/Developing Event: Year started _____

Primary Event Location(s): _____

Primary Event Contact:

Name: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____



Daytona Beach Area Convention & Visitors Bureau

140 S. Atlantic Ave., 5th Floor, Ormond Beach, FL 32176



Event Overview: Describe the event, type of attendees, and participant demographics, etc.

Funding Sources: Please list any other public event funding sources you are pursuing.

Projected Attendance:

Per Day: _____

Total Attendance: _____

Event Cost:

Attendance (to attend): _____

Participant (to participate): _____

Projected Overnight Accommodations:

Number of Rooms by Day: _____

Total Number of Rooms: _____

Are you using a Housing Bureau, Host Hotel, or Hotel Sponsor? If so, please list all:



Event Promotion and Impact: Provide a marketing plan that includes event budget, sponsors, media schedule, public relations efforts. Money requested does not exceed 50% of total overall marketing budget.

Sustainability and Growth Potential: Provide your plan to create potential long-term growth, and positive impact on the community and tourism.

Charitable Component: Provide any charitable components that are associated with the event.

Please check the boxes (that apply):

- Marketing Plan Included
- Event Experience
- Promoter's Resume
- If funding is approved, I agree to provide an Event Recap Report (90 days post event)

Signature: _____ **Date:** _____

By my signature above, I agree that I have read, understand, and will comply with the guidelines and procedures outlined in the CVB Event Funding Guidelines.

Event Funding Application must be submitted by:

- September 15 for events held between January 1-March 30
- December 15 for events held between April 1-June 30
- March 15 for events held between July 1-September 30
- June 15 for events held between October 1-December 31

Submit the application with all required support documentation, and schedule an appointment with:

Brian Bentley, Marketing Business Development Specialist
386.255.0415 ext. 140
bbentley@daytonabeach.com



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