



2017 Special Event Partnership Funding Application Explanations

To assist events in preparing their submission, this document provides general direction, clarifies particular application questions and reviews required supplemental documents.

General Definitions

The following definitions pertain specifically to the Partnership Funding Program with the objective of improving consistency among submissions.

Spectator/Fan: *Someone who primarily attends an event as an onlooker or observer, to experience an event's activities or offerings, to be entertained, to support a cause or for social interaction. Spectators can be a part of an audience watching a performance or competition, or they can be more actively involved by experiencing activities.*

Participant: *Someone who attends the event purposely as a competitor, sponsor, vendor/exhibitor, support crew/team, entertainer/performer, volunteer, official, media or support staff. Examples include (but are not limited to): a competitor in a triathlon, a driver in an off-road race, TV broadcast production crew, exhibitors or vendors at a festival, the owner of a classic car displaying his vehicle, volunteers at a golf tournament, or registered media at an air race.*

Unique Individual (Attendee): *A unique individual is counted one time only, regardless of how many event activities, venues or days they attend. Unique individual estimates are utilized when determining the economic impact of an event.*

Total Attendance: *The compilation of head counts for every venue and activity over the duration of the event. Total attendance presumably reflects unique individuals being counted multiple times if they attend multiple activities or days within the event's scheduled offerings. Because total attendance does not necessarily equate to unique individuals, it would not accurately reflect economic impact or room nights generated.*

Room Nights: *A guestroom multiplied by the number of nights occupied (1 room x 3 night stay = 3 room nights).*

Paid Room: *The lodging property received monetary compensation for a room related to an event, whether paid for by the event organizer, spectators or participants. The RSCVA is funded by room taxes generated when paid rooms are utilized in Washoe County.*

Complimentary Room: *The room was provided at no charge to the guest by the lodging property. For example, an event might receive some complimentary rooms in exchange for being named a sponsor. Washoe County room tax is not collected for complimentary rooms.*

In-Market: *Less than a 100-mile radius of Reno. Communities include, but are not limited to: the Reno/Sparks metropolitan area, Carson City, Minden/Gardnerville, the Lake Tahoe Basin/Truckee, Fernley, Fallon, and Yerington. In-market spectators and attendees may have a lower propensity to utilize overnight accommodations in Washoe County.*

Out-of-Market: *More than a 100-mile radius of Reno. Spectators and participants that reside more than 100-miles from Reno may have a greater propensity to utilize overnight lodging in Washoe County.*

Washoe County: *Communities include Reno, Sparks, Incline Village, Crystal Bay, Verdi, Gerlach, Cold Springs, Empire, Golden Valley, Lemmon Valley, Mogul, Nixon, Spanish Springs, Sun Valley, and Wadsworth. [Communities in Washoe County \(Zip Code Map\)](#)*

Application Section 2

Event Overview

Partnership Funding is for annual special events. Events that intend to take place one-time only will not be considered for funding. In addition, events should not have a “term” limit regarding the number of years it can/or will be held in the destination.

Q2.1: Identify the category that best describes the event, according to the following definitions:

Emerging Event - An event that is in year 1-5 of existence in the destination. This includes new events that are off-shoots of existing events, but will occur (and are marketed) separately from the original event.

Established Event - An event that has been in existence in the destination for six (6) or more years.

Legacy Event - An event that has been in existence in the destination for more than 10 years, **AND** generates either: 5,000 or more room nights or \$250,000 in quantifiable out-of-area marketing exposure for the destination (*a PR equivalency report must be provided to substantiate*).

Q2.7: This queries whether an event plans to engage in marketing or promotional efforts to generate spectator attendance. If an event does not promote to spectators, summarize why within the allocated line limit.

Application Section 3

Financial

Only the principal producing entity of a specific special event can apply for funding consideration. Likewise, only one organization will be considered for funding on behalf an event. Venues do not qualify for consideration regardless if their intent is to provide supplemental marketing support for one or more events taking place at their facility. However, if a venue is the producing/accountable entity of a specific event, they may submit an application for funding consideration.

The RSCVA should not be the sole/primary revenue source for an event, nor should an event be dependent upon receipt of funding in order to take place. Events should be financially viable without RSCVA partnership funding. The funding request should not exceed 25% of an event’s overall cash operating budget and awarded funds are to be used for **advertising, marketing and event promotion, not for logistics or operations or to supplement net income.**

Q3.1: The funding request should not exceed 25% of an event’s overall cash operating budget and should equate to the initiatives outlined in the applicant’s supplemental document entitled Marketing Plan (Part B).

Q3.2: Summarize how the requested amount of Partnership Funding would be utilized. Include marketing and promotional efforts that could be initiated with funding that would not be possible without funding. In other words, explain how funding makes a difference. Responses are limited to 10 lines of text as this is a summary statement only. Details should be provided in event’s Marketing Plan (Part B) of the required supplemental documents.

Q3.4: If event does not receive a funding award, or receives less than their requested amount, summarize how (or if) specific programs would be reduced or eliminated.

Q3.6: If event currently receives, or expects to receive, assistance from other **Nevada public sector** organizations, please identify them. Assistance can be in the form of a cash award or in-kind services. Public sector organizations include: City of Reno, City of Sparks (aka TourMark), Incline Village/Crystal Bay Visitors Bureau (or the North Lake Tahoe Resort Association), Nevada Arts Council, Nevada Commission on Tourism (aka Travel Nevada), Reno Arts & Culture Commission or Washoe County. Assistance from national or international public sector funding sources, or corporate and private funding sources, are not requested. If an event does not receive/seek assistance from other Nevada government funding sources, enter “*none*” in the response field.

Application Section 4

Marketing, Advertising, Public Relations

Refer to the Page 1 for definitions of “in-market” and “out-of-market” as it pertains to Partnership Funding.

Partnership Funding is a marketing opportunity that provides a financial resource enabling events to broaden their advertising and promotional efforts that otherwise would not be possible. Event applicants should currently promote, or desire to promote, to potential out-of-market visitors (spectators and/or participants). The ultimate goal of the funding program is to generate room nights for Washoe County lodging entities.

An event’s marketing and communications strategy can positively impact awareness and influence attendance objectives. As well, those promotional efforts can generate general awareness for the destination.

Public Relations Equivalency (a.k.a. Advertising Value Equivalency) measures the media coverage generated from a public relations campaign and is commonly tracked by a third-party. It measures the size of the coverage gained, its placement, and calculates what an equivalent amount of advertising space, if paid for, would cost. By tracking PR Equivalency, an event can demonstrate their ability to generate out-of-market awareness even if their out-of-market advertising budget is minimal or non-existent.

Q4.1 and Q4.2: These questions relate specifically to planned paid advertising, both in-market and out-of-market. **Do not** include your anticipated Partnership Funding award in these budget numbers since a funding award is not guaranteed. The anticipated spend should be reflected in event’s supplemental document entitled Marketing Plan (Part A).

Q4.3: This question is optional and should **only** be answered if the event utilized a tracking service for their out-of-market public relations efforts and can provide a PR Equivalency Report with their submission. If an event is not providing an Out-of-Market PR Equivalency value, enter “n/a” in the response box.

Application Section 5

Broadcast Opportunities (TV or Webcast)

In some situations, a made-for-television show or webcast may be produced specifically in conjunction with an event. Television broadcasts and webcasts are beneficial because they introduce the destination to new markets and audiences, or reinforce destination awareness in traditional markets.

Purchasing TV, radio or print advertising is **not** considered a broadcast opportunity. Instead, that information should be included in an event’s Marketing Plan (Part A and/or Part B) of the required supplemental documents. It also does not refer to incidental public relations coverage such as a mention in a newscast.

If an event does not have a TV broadcast or webcast affiliated with their event, answer Q5.1, and then skip to Q5.8.

Q5.4: Provide information about the potential reach of the broadcast or webcast. The hypothetical influence of a television broadcast can be assessed by the potential household distribution. However, actual ratings provide a more accurate analysis of viewership and are preferred, if available. Regarding a webcast, analytics can be easily tracked, including unique viewers on PCs, tablets and smart phones.

Q5.5-Q5.7: These questions refer to specific RSCVA messaging opportunities during the webcast or TV broadcast that might be available (at no charge to the RSCVA) as a sponsorship amenity. Examples include:

- The RSCVA can create a vignette promoting the destination
- The RSCVA receives complimentary commercial spots
- The RSCVA can provide destination B-Roll footage that will be incorporated within the broadcast
- The RSCVA logo is featured on opening/closing billboards of the broadcast
- An RSCVA spokesperson is featured in an interview
- An RSCVA banner or logo is strategically placed within camera-view

Q5.8: All applicants must respond to this question. A media partner provides advertising, publicity, promotions, broadcast services or general awareness-building to promote and publicize the event to potential attendees. A media partner has distinct interest in the success of the event and is not merely selling services/advertising. Media partners often receive recognition as an event sponsor. Applicants should identify each media partner and indicate whether that partner's primary audience is "in-market" or "out-of-market." For example: KITS-FM (out-of-market), Reno Magazine (in-market), CBS Sports (out-of-market), Alice 96.5 (in-market).

Application Section 6 Lodging Partners

The RSCVA is funded by room taxes generated when paid rooms are utilized at Washoe County lodging properties (see page 1 for a list of communities within The County). RSCVA Partnership Funding stipulates that partnerships must be secured with at least TWO Washoe County lodging entities for events. If an event is requesting less than \$1,000 of funding however, only one Washoe County lodging partner is required.

Partnerships can be in various forms: cash/in-kind sponsorship, room block, discounted room rate promoted to spectators or participants, venue location or marketing/promotional assistance. In the spirit of "partnership", lodging partners should be acknowledged on the event's website as a sponsor.

Application Section 7 Attendance

Refer to Page 1 for the definition of Spectator, Participant, Unique Attendee, Total Attendance, In-Market and Out-of-Market. If 2017 will be the first time that the event takes place in the destination, skip to Q7.7.

The event should be open to the general public (spectators) and promote to spectators and/or participants. It should not require the general public (spectators) to purchase a membership, conference registration or annual dues to spectate. Spectator admission charges are acceptable for gated events.

Event attendance can signify economic, social and infrastructural impact. Non-gated, multi-day, multi-venue events may find it especially challenging to determine attendance figures. Suggested estimation methods (perhaps in combination) include: ticket scans, gate receipts, clicker counts, aerial photographs, participant registration, seating capacity versus unoccupied seats, city police crowd estimates, vendor feedback, parking revenue/parking capacity, informal onsite spectator surveys, post-event participant surveys, or commissioning a 3rd party formal survey.

Spectators versus participants: Event attendance is often associated with spectators, fans or audience members. However, events can also have a considerable number of participants, comprised of competitors, sponsors, vendors/exhibitors, support crew/teams, registered attendees, officials, volunteers, support staff or entertainers. All contribute to overall attendance. Distinguishing attendees between spectators and participants can provide a better understanding of the event's potential impact to overnight lodging and economic impact.

Differentiating between total attendance and unique attendees: Attendance is one of the most fundamental measurements of an event but is often misinterpreted. In order to accurately assess destination impact, it is important to establish whether figures represent total overall attendance or unique individuals.

- For example, reporting an attendance of 36,000pp over a three-day festival is often inferred to imply that 36,000 unique individuals were present at the event, thus inflating the impact to lodging, local economy, infrastructure and community. In reality, it might actually represent 12,000 unique individuals, each attending 3 days.

There are circumstances however in which total event attendance may also represent unique individuals.

- For example, a one-day, single-venue, ticketed event can reason that each ticket surrendered represents one unique individual in addition to total attendance. Likewise, events with registered participants can easily calculate the number of unique individuals that are represented.

Q7.1 and Q7.7: These questions request 2016 attendance estimates and 2017 projected attendance specific to spectators. Applicant should identify whether the figures represent unique individuals or total attendance.

Q7.2 and Q7.8: These questions request an estimate of the unique participants for the 2016 event, as well as a projection for the 2017 event. Refer to page 1 for the definition of "Participant."

Q7.3 and Q7.9: Provide a *reasonable* explanation of how attendance was determined and reference (or attach) any information source that is relevant in support of that estimate. A mathematical explanation of how the figures were determined is also helpful.

Q7.4-Q7.6: Specific to the 2016 event, estimate the percentage of spectators, as well as participants, who were from out-of-market. Applicants should provide a *reasonable* explanation of how figures were determined and may reference (or attach) any information source that is relevant in support.

Application Section 8 Room Nights

Refer to Page 1 for definitions of: Washoe County, Paid Room, and Complimentary Room. If 2017 will be the first time that the event takes place in the destination, skip to Q8.4.

The RSCVA acknowledges the difficulty in substantiating room nights since there are numerous booking methods available to overnight visitors (online, call-in, mobile app, travel agent, etc.), as well as a variety of motivating reasons to visit the destination. Events that have a room block or special booking code can request a utilization report from their lodging partner. For events that do not have room blocks or special booking codes, suggestions for estimating room nights (perhaps in combination) include: requesting lodging info on participant and vendor registration, feedback from lodging partners, informal onsite surveys, informal follow-up surveys or commission a formal survey.

Q8.1 and Q8.4: Provide a *reasonable* estimate of Washoe County room nights generated in 2016, and room nights anticipated in 2017, as a direct result of the event. Rooms utilized should include spectators/fans, as well as participants (competitors, sponsors, vendors, support crew/teams, volunteers, officials, support staff, performers, media pool, etc.). Estimates should be differentiated by paid room nights and complimentary room nights.

Q8.2 and Q8.5: Provide a *feasible* explanation of how room night estimates were derived and attach or reference any information source that is relevant. Documentation from lodging partners verifying room night utilization is not required. However, if information exists that can corroborate your figures, it would be advantageous to include them. Suggested sources for estimating your room nights include: a recent research study; informal onsite surveys; participant registration forms; rooms utilized by competitors, athletes, vendors or suppliers, and feedback from lodging partners.

Optional Photo or Video Highlights

To augment a submission, photo or video highlights may be submitted with the Partnership Funding application, adhering to the final deadline of 2:00pm, November 3, 2016. This may be especially beneficial for new events.

Video links:

Video highlights should be submitted by email and cannot exceed **3 minutes** in viewing time. Suggested images include: event action, featured activities, crowd/spectator shots, vendor area, or clips of the TV broadcast (if applicable). Please do not submit DVDs.

Photos/Visuals:

Events submitting visual attachments with their application must abide by the following guidelines. They will be photocopied and distributed to the evaluators.

1. A maximum of 4 pages of visual attachments can be submitted.
2. Photo montages should be formatted to 8.5" x 11" (letter). Attachments larger than 8.5" x 11" will not be accepted. Leave a 1" (minimum) left hand margin to accommodate a 3-hole punch.
3. Original newspaper or magazine clips will not be accepted. Applicant must save them as a PDF formatted to 8.5" x 11" in size with a 1" left hand margin.
4. Applicants may provide hard-copy (rather than digital) visuals, but must abide by the size restrictions outlined above. For hard-copy visuals (only), a total of 7 original sets must be provided.

Required Supplemental Documents

To be evaluated for possible a funding recommendation, the following five (5) documents are required as part of a submission. Providing partial information could result in disqualification from consideration.

Required Document #1: Event Overview

This is an opportunity to provide details about the event, as well as clarify the event's impact to the destination. Assume that evaluators are not familiar with the features and benefits of event. Suggested information to include are:

- Provide event description; include its mission and goals.
- Summarize why the event would appeal to out of town visitors; what is unique about the event and whether similar events are offered in other nearby destinations.
- **Spectator-based Events:** Highlight the activities available to the general public (free and/or ticketed), the location(s) of those activities, and the type of spectators that typically attend.
- **Competitive-based Events:** If the event features a competitive sporting component as an integral component, provide information about the sport and contestants. Include details about the sanctioning body (if applicable), whether there are tour dates in other locations, and how the local event factors into the overall schedule. If other groups also travel with the competitors (support crews, vendors, officials, TV broadcast/production crew, event volunteers, friends/family, etc.), describe their impact in generating overnight lodging.
- **Participant-based Events:** If the event features participants as an integral component of the event (ie: classic car owners, balloon pilots, motorbike owners, cooking competitors, entertainers, etc.), describe who they are and how they impact overnight lodging. If other groups also travel to the event (support crews, vendors, officials, TV broadcast/production crew, event volunteers, friends/family, etc.), describe their impact to Washoe County lodging.
- **Established and Legacy Events:** Summarize plans to enhance or expand the event experience to attract additional spectators and/or participants.
- If an economic impact study or spectator demographics are available, the applicant is encouraged to include a summary of the findings.
- Incorporating a bullet-point summary of key facts and statistics can accentuate the most important benefits of the event to the destination. Examples include: TV or webcast broadcast reach or opportunities, new activities/programs, expansion plans, room night impact, attendance (or unique individuals) impact, social media growth, event recognition awards, etc.

Required Document #2: 2016 Profit & Loss

A Profit & Loss (P&L) Statement summarizes the revenue, costs and expenses incurred during a specific time period and is also referred to as an Income Statement or an Income and Expense Statement.

Submit a 2016 P&L Statement disclosing itemized revenue (ticket sales, sponsorship sales, F/B sales, alternate revenue streams, etc.) and itemized expenses (operations, equipment rentals, overhead, entertainment, marketing/advertising, etc.) and the resulting net profit or loss.

New events to the destination, occurring for the first time 2017, are exempt from providing a 2016 P&L Statement.

Events occurring after the November 3, 2016 application deadline may submit their 2015 P&L Statement in lieu of providing a 2016 P&L statement.

Required Document #3: 2017 Event Budget

The event budget is an essential part of event production and management. Producers/promoters should be able to forecast, with reasonable accuracy, the financial outcome of the event by identifying all probable expenditures and all expected revenue sources.

Submit a detailed 2017 event budget that includes itemized revenue (ticket sales, sponsorship sales, F/B sales, alternate revenue streams, etc.) and itemized expenses (operations, equipment rentals, overhead, entertainment, marketing/advertising, etc.). The line item(s) for advertising expenses should be consistent with the figures provided on Q4.1 and Q4.2 of the application.

Submitting a partial budget (such as marketing budget only) is not acceptable. The 2017 Event Budget should be consistent with information provided in the funding application.

Required Document #4: 2017 Marketing Plan (Part A and Part B)

Part A – Marketing Plan Without RSCVA Funding Award

Provide a marketing, advertising and public relations plan that summarizes the event's efforts to promote to spectators and participants. This portion of the marketing plan **should not** reflect initiatives that would be implemented with RSCVA Partnership Funding, since receipt of an award (or a specific award amount) is not guaranteed. Instead, include only those elements that will be implemented regardless of the funding outcome.

The plan should be categorized by "in-market" and "out-of-market" efforts. For out-of-market efforts (if applicable), identify the cities or regions that will be targeted.

Include all communication methods that event plans to utilize, such as: print, outdoor, website, eblast, collateral pieces, social media, search engine marketing, broadcast, newsletters, radio or other outreach. If event has marketing or media partners who will provide additional promotional services in support of event, summarize those activities.

Part B – New Marketing and Promotional Initiatives With RSCVA Funding Award

The intent of Part B is to demonstrate how an RSCVA Partnership Funding award will enhance the event's marketing and promotional efforts that otherwise would not be possible. In this section, identify specific new initiative(s) that could be implemented with receipt of a funding award, and/or existing campaigns that could be expanded upon with receipt of a funding award.

Required Document #5: Sponsorship Amenities

Partnership Funding is equated as a sponsorship, rather than a grant, with an expected ROI in the form of sponsorship amenities that enable the RSCVA to extend its marketing and sales efforts to expand destination awareness and generate overnight visitation. Potential RSCVA sponsorship amenities will be considered when evaluating applicants and amenities that provide RSCVA exposure to a potential out-of-market audience are particularly desirable.

Provide an itemized list of potential sponsorship amenities that could be extended to the RSCVA. Potential amenities should correspond to the amount of funding being requested. Once a funding award recommendation has been approved by the RSCVA Board, the final negotiated amenities package will reflect the actual award amount.

The following list provides *examples* of amenities that could assist the RSCVA in marketing the destination. These are **suggestions only** and applicants may have unique opportunities that are not mentioned below. Do not copy and paste this list, and only include amenities that can be offered to the RSCVA. If event is televised and can extend complimentary commercial inventory, interviews, vignettes or other on-air exposure as a sponsorship amenity, provide additional details.

- Complimentary RSCVA commercial spots on TV broadcast or webcast
- Opportunity for destination exposure via destination vignettes, interviews, on-air announcements of Reno Tahoe USA branding messages during TV broadcast or webcast
- Opportunity for opening/closing billboard recognition (ie: logo and/or voiceover) during TV broadcast or webcast
- Inclusion of RSCVA logo and hyperlink in event's e-newsletters
- Posting specific messages (content provided by RSCVA) on event's Facebook, Twitter or other social media
- Opportunity for RSCVA specific messaging (content provided by RSCVA) in event's e-newsletter
- Advertisement space on event's website
- RSCVA destination promotional video embedded on event website
- Specific descriptive message and link from event website to VisitRenoTahoe.com (example: click here for Reno Tahoe USA lodging information)
- Event tickets for VisitRenoTahoe.com contest giveaways or client hosting opportunities
- Opportunity to interact with out-of-market journalists that may be scheduled to attend the event
- Ad space in event's program guide
- Inclusion of RSCVA logo in event's out-of-market print ads
- Inclusion of RSCVA logo in event's brochure or direct mail pieces
- RSCVA logo on event posters, postcards, logo wear
- Distribution of RSCVA destination brochures at out-of-market shows that event staff may attend, or at out-of-market business locations that event may have partnered with
- Distribution of RSCVA collateral materials in event participant registration packets, at event information booth or on event shuttles
- RSCVA banners displayed during event
- RSCVA banners displayed on event's shuttle transportation
- Daily PA announcements during the event (content provided by the RSCVA)
- Exhibit booth at the event (ability to gift booth to other special events)

Optional Document: PR Equivalency Report for Out of Market

This attachment is only required if an applicant provided a dollar amount for Q4.3. Applicants that did not answer Q4.3 can disregard this optional attachment. For event applicants that answered Q4.3, attach an Equivalency Report for **out-of-market** exposure only (do not include in-market reporting), as determined by standard industry practices for 2015. PR clips are not requested.



2017 Special Event Partnership Funding **Applicant Check List**

Document and Deadline Worksheet

Do not submit this checklist with application.

- Answered all required fields on funding application.
- Included name and date in Section 11, signifying electronic signature as authorized event representative.
- Included the following items with submission.
 - Event Overview
 - 2016 detailed Profit and Loss Statement (*new events occurring for the first time in 2016 are exempt*)
 - 2017 detailed Event Budget
 - Marketing, Advertising and PR Plan: Part A and Part B
 - Potential RSCVA Sponsorship Amenities Itemized List
 - Optional - PR Equivalency Report (*only required if event provided a dollar value for application question 4.3*)
 - Optional - Pictorial or Video Highlights
- Observed application deadlines.
 - Submitted all items by the final application deadline of 2:00pm (PST), Thursday, November 3, 2016.
 - Optional - For applicants participating in the early submission opportunity, submitted all items by the early deadline of 5:00pm (PST), Monday, October 3, 2016.
- Received acknowledgement email from RSCVA that application and attachment(s) were successfully received by the applicable deadline(s).