



## Special Event Marketing Sponsorship Application Explanations

### General Definitions

The following definitions are specific to Reno Tahoe's Special Event Marketing Sponsorship Program with the objective of improving consistency among application 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 passive, such as an audience member, or they can be actively involved in experiencing event activities, such as ziplining across the river or purchasing beer tastings.

**Participant:** Someone who attends the event principally as a competitor, athlete, sponsor, vendor/exhibitor, support crew/team, entertainer/performer, volunteer, official, media or support staff. Participants can be critical to the event's infrastructure or featured attraction. In certain situations, an event may have more participants than spectators. Examples include (but are not limited to): athletes in a triathlon, drivers in an off-road race, TV production crew, a live band, classic car owners, volunteers at a golf tournament, balloon pilots or registered media at an air race.

**Unique Individual (Attendee):** When estimating attendance that represents unique individuals, the event should count a person one time only, regardless of how many activities, venues or days that the person may have attended over the course of the event. Reporting unique individuals can be difficult to determine and substantiate without a formalized survey. For purposes of determining the economic impact of an event, unique individuals are the benchmark used, rather than total attendance.

**Total Attendance:** Event attendance is most often reported as total attendance rather than unique individuals. Total attendance is the compilation of head counts from all venues and for all activities over the duration of the event. It is presumed that unique individuals were counted multiple times if they attended multiple activities or days within the event's scheduled offerings.

**Room Night:** One guestroom multiplied by the number of nights it is occupied (1 room x 3-night stay = 3 room nights). To estimate your total room nights, consider looking at your attendance and out-of-market percentage estimates. From there, you can estimate the average number of nights booked for your event and multiply that by your previous out-of-market attendee number. Take into consideration that individuals may stay as a group and some visitors may stay with family and friends rather than a hotel/motel.

**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. Reno Tahoe 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 or to the event by the lodging property, possibly as part of a sponsorship agreement. Washoe County room tax is not collected for complimentary rooms.

**In-Market:** Within 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 could have a lower propensity to utilize overnight accommodations in Washoe County due to the proximity of their residence.



**Out-of-Market:** Outside of a 100-mile radius of Reno. Out-of-market spectators and participants may have a greater inclination to utilize overnight lodging in Washoe County rather than drive back to their residence after attending an event. Auburn and Sacramento would be considered out-of-market.

**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.

<b>Required Supplemental Documents</b>
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**To be evaluated for possible funding recommendation, the following documents should be attached to the online submission.**

### Required Document #1: Event Overview

Tell us about your event! This is an opportunity to provide details and explain the event’s impact to the destination. Assume that the panelists reviewing the application are not familiar with the features and benefits of the event and include the following information:

1. Provide an event description; include its mission and goals.
2. Summarize why the event would appeal to the general public, including out of town visitors. What is unique about the event? Are there similar events offered in the western U.S.?
3. Highlight the event activities that are available to the general public (both free and/or ticketed) and the venue location(s). If certain activities within the event are only available to registered attendees and are not open to the general public, clarify those components.
4. **Competitive Sporting Events:** If the event features competitive sports as the integral element of the event (human-powered, engine-powered or animal-based), include the following information:
  - a. Is the event affiliated with a sanctioning body?
  - b. Is the event part of a tour series or league?
  - c. If the event is part of a tour series or league play, what other cities are included in the schedule?
  - d. Regarding spectators, who is the primary audience (ie: friends/family of the competitors or the general public and sports fans)?
5. **Established and Legacy Events:** Summarize any new strategies that will be implemented or activities that will be offered in the coming year to attract additional attendance and overnight lodging in Washoe County.
6. If an economic impact study or spectator demographics are available, the applicant is encouraged to include highlights of the findings.

Tip: Starting the document with a bullet-point summary of the event’s significant attributes, statistics, destination impact, awards, milestones, etc. will call attention to key elements that the review panel should take note of. You can then provide additional details throughout the attachment.



## Required Document #2: Most Recent Profit & Loss Statement

Submit a Profit & Loss Statement (aka Income and Expense Statement) from your most recent event held 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.

Events that are occurring for the first time in the destination in the 2024/2025 cycle are exempt from providing a previous year's P&L Statement.

## Required Document #3: Current Funding Cycle Event Budget

A budget is an essential element of event production/management and forecasts the financial outcome of the event by identifying all probable expenditures and anticipated revenue.

Submit a detailed event budget for your event falling under the July 2024-June 2025 funding cycle 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.).

If an event incorporated their funding request and affiliated expenses within their budget, remember that receipt of funding is not guaranteed, nor is the specific award amount. **If possible, separate or identify Partnership Funding revenue and related expenses from the core budget.**

Submitting a partial budget (such as marketing budget only) is not acceptable, as a complete budget is required.

The figures provided in the event budget for marketing and promotional efforts should be somewhat consistent with the supplemental documents detailing the event's marketing plan. This should also help us understand the percentage of your funding ask compared to the total operating budget.

## Required Document #4: Itemized Promotional Initiatives Using Marketing Sponsorship

This document should clearly demonstrate how the Marketing Sponsorship would enhance the event's promotional efforts that otherwise would not be possible. In other words, outline how Reno Tahoe's financial support would make a difference to the event and grow attendees and room nights. **\*\*This is different than a sponsorship amenity (what Reno Tahoe receives as value for being a sponsor).**

**New since 2023:** For events that have been funded four or more years through this program must supply new initiatives for their funding amount request. Question Q3.5 in the application asks for this and we encourage it to be included in this Required Document as well. Panel will take any new initiatives and opportunities for enhanced exposure into high consideration when recommending funding. The goal of this program is to help events grow and succeed, not to continue funding the same marketing plans year after year.

Itemize the specific initiatives that the event would implement with receipt of a funding award, ranking each in order of priority. Providing rankings and affiliated cost will assist panelists to make rational award



recommendations should it not be possible to recommend the total funding request. Include the following information for each initiative, if possible:

- Ranking
- Target Event Segment (does the initiative target potential spectators, participants or competitors, or a combination?)
- Markets; reach, if available (the circulation, rating points or impressions); who is the target audience
- Explanation of the initiative
- Estimated Cost

Information can be provided in a chart or in written narrative. The fictional illustration in the chart below does not suggest that a specific number, or variety, of initiatives must be proposed. Reno Tahoe staff presumes that an event is the expert in determining their target audience as well as the marketing, advertising and promotional efforts that would most effectively generate awareness.

**Theoretical Funding Request of \$22,000**

Ranking	Initiative	Target Segment	Market(s), Reach, Demographics	Explanation of the Initiative	Estimated Cost
#1	Paid FB ads	Participants	San Francisco, Los Angeles, Seattle.	A new initiative geo-targeting people to register for the "Bike 'n Brew" activity offered during the festival.	\$1,500
#2	Three outdoor billboards	Spectators	Downtown San Francisco, I-80 near Bay bridge, downtown Oakland, GRP estimated at 59.9	This initiative is only possible with Reno Tahoe funds. Ticket sales from SFO have increased 17% in 2023 over 2022, attributed to the billboards.	\$15,000
#3	Promotional videos	Spectators	Potential organic reach is national, may do a paid boost on FB targeting Bay Area and Sacramento outdoor enthusiasts, aged 25-49.	Create two professional edited videos (30-45sec each) to highlight event. Potential organic reach is national. Videos will be placed on website, FB, Instagram, Twitter and YouTube.	\$3,000
#4	Program at [similar industry event]	Competitors	Cir. 75,000. An industry pub for [event similar to yours]	Funding would expand our typical ¼ page to a full-page ad.	\$2,500

**Required Document #5: Sponsorship Amenities to Reno Tahoe**

The Marketing Sponsorship is correlated as a sponsorship, rather than a grant, with an expectation that the event will extend sponsorship amenities to Reno Tahoe. Sponsorship amenities that provide an opportunity for Reno Tahoe to present its own brand messaging to potential new or existing audiences are particularly desirable.

Provide a list of potential sponsorship amenities that could be extended to Reno Tahoe that support its mission and/or strategic objectives and broadens its marketing, sales or promotional efforts. Upon approval of a funding award by the Reno Tahoe Board of Directors, the final sponsorship package will be mutually agreed-upon by the event and Reno Tahoe and reflect the award amount.



The below list provides *example* amenities that could assist Reno Tahoe in its own communication and brand awareness efforts. These are **suggestions only** and events may have unique opportunities that are not mentioned below. **Do not copy and paste this list to your submission; only include amenities that the event can extend.** If event is televised and can offer complimentary commercial time, on-air interview, vignettes or other on-air exposure as a complimentary sponsorship amenity, provide details.

**Required:**

- Reno Tahoe logo/link on event website and additional mention of Reno Tahoe on venue page or 'About Us' page

**Suggestions:**

- Complimentary :30sec Reno Tahoe commercial spots on TV broadcast or webcast
- Destination exposure via destination vignettes, interviews, on-air announcements of Reno Tahoe branding messages during TV broadcast or webcast
- Opening/closing billboard recognition (ie: logo and/or voiceover) during TV broadcast or webcast
- Personalized messages (content provided by Reno Tahoe) posted on event's social media channels
- Reno Tahoe logo on event promotional video
- Inclusion of Reno Tahoe logo and hyperlink in event's e-newsletters
- Opportunity for personalized messages (content provided by Reno Tahoe) in event's e-newsletter
- Reno Tahoe banner ad on event website
- Reno Tahoe destination promotional video embedded on event website
- Event tickets for contest giveaways or client hosting opportunities
- Ad space in event's hard copy or digital program guide
- Inclusion of Reno Tahoe logo in event's out-of-market print ads or billboards
- Reno Tahoe logo on event posters, postcards, logo wear
- Distribution of Reno Tahoe 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 Reno Tahoe collateral materials in event participant registration packets, at event information booth or on event shuttles
- Reno Tahoe banners displayed during event
- Daily PA announcements during the event (content provided by Reno Tahoe)