



Tourism Event Sponsorship



Guidelines

Tourism Event Sponsorship Program

Purpose: The Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) has created a Tourism Event Sponsorship program for the purpose of awarding monetary and nonmonetary incentives to organizations and entities who are hosting a tourism event. The Event's main purpose must be to attract tourists and visitors to Broward County – resulting in overnight stays at area lodging establishments. The Event should be held within Broward County. Exceptions can be made if the Tourism Event takes place at a location in Miami-Dade County or Palm Beach County and it is anticipated to result in a positive economic impact within Broward County. For the purpose of this program, tourist and visitor are defined as a non-resident of Broward County.

Application Deadline: Organizations submitting a GFLCVB Tourism Event Sponsorship Application are encouraged to submit as soon as possible, but no later than six (6) months PRIOR to the start of the event.

Program Eligibility

For the purpose of this sponsorship program, a Tourism Event is defined as an organized event with the purpose of attracting tourists and visitors to Broward County – resulting in overnight stays at area lodging establishments. Tourists/visitors are defined as a non-resident of Broward County. The Event organizer is considered the Recipient of the sponsorship, unless stated otherwise in the executed sponsorship agreement between the Event organizer and Broward County.

The GFLCVB team will use several criteria to evaluate eligibility of the proposed Tourism Event. Those criteria will include, but are not limited to:

- Total number of tourists expected to attend the Event, including how the Organizer will measure total attendance and room nights generated during the event;
- Time of year that the Event will take place (i.e., peak season (January-March), shoulder season (April-June and October-December), or low season (July-September));
- Quality of the Event and the attractiveness of the Event to tourists/visitors;
- Quality and quantity of marketing and promotional efforts being made to attract tourists to the Event *and* to Greater Fort Lauderdale as a tourist destination;
- Qualifications, reputation and/or history of the Organizer as it relates to hosting similar events and the positive local economic impact derived from similar events – including total room nights generated;
- Level of support for the Event from the Broward County tourism industry, including but not limited to partnering with local hotels, restaurants and attractions;
- Financial responsibility of the Organizer, including the estimated budget for the Event and consideration of other sources and amount of funding and/or revenue for the Event (i.e. ticket sales, other sponsorships, etc.) and the *viability* of the Event if sponsorship is *not* awarded from the GFLCVB;
- Anticipated economic impact of the Event to Broward County, its municipalities and local businesses;
- Enhancement of Broward County's reputation as an attractive destination for tourists through promotion of the Greater Fort Lauderdale destination;

- Current and future market conditions;
- Availability of Tourist Development Tax (TDT) budgeted for the applicable fiscal year for Tourism Event Sponsorships.

Process for Applying and Awarding of Sponsorship

Tourism Event Sponsorship applications are available on the GFLCVB's website at:

<http://sunny.org/TourismEventSponsorship>

Completed applications must be submitted to the Greater Fort Lauderdale Convention & Visitors Bureau no later than six (6) months PRIOR to the start of the Event. Applications should be emailed to Michael Sophia at msophia@broward.org.

Following internal staff review, the Event application will be presented to the Tourism Development Council (TDC) for review and funding recommendation. The TDC meets four (4) times a year so it is imperative sponsorship applications are submitted to the GFLCVB as early as possible and no later than six (6) months PRIOR to the start of the Event. The Organizer may be asked to make a short presentation and/or be available for questions at the applicable TDC meeting.

If the Tourism Event is recommended for funding by the TDC, the application and recommendation are returned to the GFLCVB President for final decision. It is at the discretion of the GFLCVB President to advise what funding is available. Once funding has been identified, an agreement will be executed between the Organization granted the sponsorship and Broward County.

Immediately upon completion of the awarded Tourism Event, the Organizer will be required to submit a Compliance Certificate and proof of performance. The Compliance Certificate will be incorporated into the executed agreement between the County and the Organizer. Formal documentation that verifies performance numbers (attendance and/or hotel room nights) will be outlined in the executed agreement and must be submitted with the Compliance Certificate. Examples of acceptable forms of measurement include a 3rd party survey, entrance ticket sales, certified turnstile reports, hotel pickup reports, etc. Monetary incentives will not be disbursed until both the Compliance Certificate and the proof of performance have been received by the GFLCVB – following the Event.

It is imperative that the Organization adhere to the six-month deadline to ensure proper review of the application, adequate time for approvals and if granted a sponsorship, acceptable time for execution of the Sponsorship Agreement prior to the start of the Tourism Event. Typically, execution of a Sponsorship Agreement may take two weeks or more.

NOTE: An executed agreement must be in place PRIOR to the start of the Event in order for disbursement of a monetary incentive to be made place post-event.