

Tourism Event Sponsorship Application

For an event to be considered for funding through the Tourism Event Sponsorship Program a formal application must be submitted no later than six months prior to the start of the Event. Please review the "Tourism Event Sponsorship Guidelines" for more information.

Section 1: Event administration

All fields in Section 1 of this application must be completed. Attach additional pages as needed.

Legal name of company:

State the company was incorporated/organized in:

Contact name:

Contact email:

Title:

Address:

Phone #:

City/St/Zip:

Name of event:

Event date(s):

Event venue(s):

- Y N Is one of the main purposes of this event to attract tourists to Broward County?
- Y N Will the event marketing target audiences outside of South Florida?
- Y N Do you have hotel or other lodging partners for this event? If YES, attach a list to application.
- What percentage of your attendees will stay overnight in Broward County?

Amount of funding requested:

Total projected attendance:

Total projected room nights:

(Total # of anticipated hotel nights the event will generate within Broward County.)

What percentage of projected attendees reside outside of Broward/Palm Bch/Mia-Dade?

Why do you expect these numbers?

If this is an established event, please detail the prior performance of the event (room nights and/or attendance). If this is a new event, explain why you anticipate the numbers above.

Describe the event's budget

*What is the total budget? What are the sources of revenue? (ex. ticket sales, sponsors, etc.) What is your lowest priced ticket? Describe how this sponsorship funding will be used. **If we don't fund this event, what impact does that have on your event?***

About your company

Tell us about your organization. How many years has the company been in business? Describe what experience the company and the management team have in producing similar events. Describe other events the company has produced in South Florida.

Section 2: Event plan

All questions in Section 2 must be completed. Attach additional pages as needed.

Describe the event

In the summary, describe who the event appeals to and why it would be a good fit for Broward County. If this is not the first year the event is taking place, be sure to explain why a GFLCVB sponsorship is needed.

Describe the marketing / promotional plan for the event.

Description should include budget, media outlets, execution methods as well as how Broward County will be promoted.

Describe how the local tourism industry is involved.

For example, are you partnering with local hotels for promotions? Are local restaurants participating as vendors? Etc.

Metrics to Evaluate Success

Specifically identify how you will measure success. Outline the metrics that will be used and identify the source. (ex. 3rd party vendor, ticket sales, gate entrance counter, etc.)

What format will you submit your evaluation report?

3rd Party Study

Hotel Room Night Pick-up

Ticket Sales Receipt

Other:

Signature (required)

Date Submitted

This is NOT the sponsorship agreement; no agreement is made between parties with this document.

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