



LVCVA SPORTS AND SPECIAL EVENTS SPONSORSHIP APPLICATION

I have read and understand the LVCVA Sports and Special Events Sponsorship Application Criteria

Application Processing

- All applications will be reviewed by the LVCVA Sponsorship Committee and you will receive a response within 30 days.
- Consideration will be based on the event criteria identified in the Sponsorship Application Information Cover Letter.
- Only completed applications will be considered.
- Review by the LVCVA Sponsorship Committee does not guarantee funding.
- Send completed application, attachments, and all supporting documents to sports@lvcva.com

Application

Application Submitted Date _____
 Legal Name of Organization _____
 Contact Name _____
 Contact Title _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____
 Email _____
 Website _____
 Social Media Channels (if applicable) _____

 Non-Profit Designation ___ 501(c)3 ___ 501(c)6 Other (Please Specify) _____

A. Event Information

1. Event Title _____
2. Event Dates _____
 Are the dates flexible? ___ Yes ___ No
3. Event Owner/Sanctioning Body _____
4. Event Summary _____

5. **Have facilities been secured?** ____ Yes ____ No
If yes, please provide the venue name and contact information.
If no, please provide a list of potential venues and contact information.

6. **Have rooms been booked at hotel properties?** ____ Yes ____ No
If yes, how many properties?
 1 2 3+
If yes, please list the properties and property contact information.

7. **Is this a ticketed event?** ____ Yes ____ No

B. Economic Impact

Please indicate the estimated number of unique attendees on the lines below. If you have attendance reports/ information from past events, please include that documentation.
For events that receive LVCVA funding, applicant will be required to disclose attendance numbers.

1. **Expected number of total spectators** _____
2. **Expected number of total participants** _____
3. **Expected number of out-of-town media attending the event** _____
4. **Expected percentage of spectators and participants that are coming from out of town** _____
5. **Expected percentage of spectators and participants staying in a hotel / motel** _____
6. **Expected average night stay** _____
7. **Expected number of people per room** _____
8. **Expected number of total room nights** _____
9. **Expected economic impact to the destination** _____

C. Event History (past two occurrences if applicable starting with the most recent)

- a. **How many years has your event been conducted?** _____

Previous Location _____

Dates _____

Number of Participants _____

Number of Unique Spectators _____

Number of Total Room Nights _____

Previous Location _____
Dates _____ Number of Participants _____
Number of Spectators _____ Number of Room Nights _____

D. Sponsorship Requested from LVCVA

1. How would sponsorship dollars be used? _____

2. What sponsorship benefits would Las Vegas/LVCVA receive? _____

E. Sponsorship Value

1. What is the strategy for marketing the event?

2. Is there a community involvement (i.e. community service project, donation drive, etc.) component?

3. Please list all pending and/or confirmed sponsors

