



LVCVA SPORTS AND SPECIAL EVENTS SPONSORSHIP APPLICATION CRITERIA

The mission of the Las Vegas Convention and Visitors Authority is to attract visitors by promoting Las Vegas as the world's most desirable destination for leisure and business travel.

Application Requirements

- All Sponsorship Applications for funding, starting July 2019 and beyond, are due no later than August 29, 2018.
- All applications will be reviewed by the LVCVA Sponsorship Committee and you will receive a response no later than March 2019.
- Consideration will be based on the event criteria identified in the Sponsorship Application Information Cover Letter.
- Incomplete applications will be returned.
- Events that occur in Clark County (i.e. Boulder City, Henderson, Jean, Las Vegas, Laughlin, Logandale, Mesquite, North Las Vegas, Primm and Searchlight) will be considered.

Event Criteria

All sponsorship applications will be evaluated by the LVCVA based on the following:

- Number of room nights generated
- Event dates
- Out-of-town attendees
- Number of hotel partners utilized
- Event history
- Event sponsors
- Events that have strong growth potential
- Events that take place at a neutral venue or at multiple hotel properties
- Media/marketing plan
- On-site media and branding opportunities
- Community involvement

Thank you for considering Southern Nevada for your event. If you have questions regarding the LVCVA sports and special events sponsorship process, please contact us at (702) 892-2838 or email at eventsupport@lvcva.com