



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 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.
- 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.

Eligibility for Funding:

- To qualify, events must be new to Las Vegas or not have occurred in the last five years in the destination.
- Event must actualize a minimum of 2,500 room nights.
- Event rights holders will fill out an application that includes the minimum fields –
 - Historical room pick up from other destinations
 - Event history / sponsors
 - Neutral venue or multiple hotel properties used
 - Number of participants
 - Number of spectators
 - Number of out-of-town participants
 - Number of out-of-town spectators
 - Time of year

Funding Structure:

- All events that are approved for funding will receive \$2,500 at time of contract or around that time.
- Level 1 - 2,501 – 7,499 room nights – once the event is complete and room nights are actualized, the LVCVA will pay an additional \$1 per room night actualized for 2,501 – 7,499 room nights. The cap would be \$7,499.
- Level 2 - 7,500 – 9,999 room nights – as an incentive to drive incremental room nights, an event actualizing 7,500 – 9,999 room nights would receive \$2 per night for rooms actualized above 7,499 room nights.
- The room night funding would not be paid until the LVCVA receives documentation from the event rights holder showing proof from hotel partners of actual room night pick up.

Room Nights	Funding	Total Cap w/ \$2,500 Initial Investment
2,501 – 7,499	\$1 per room night	\$7,499
7,500 – 9,999	\$2 per room night	\$12,499

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) 892-2829 or email at sports@lvcva.com.