



## 2019 Special Event Partnership Funding Application Explanations

*This document provides general guidance, clarifies some application questions and details the desired information to incorporate into the required supplemental documents.*

### General Definitions

The following definitions are specific to the RSCVA Special Event Partnership Funding Program with the objective of improving consistency among application submissions.

**Spectator/Fan:** Someone who primarily attends an event as an onlooker or observer to experience an event's activities or offerings, to be entertained, to support a cause or for social interaction. Spectators can be passive, such as an audience member, or they can be actively involved in experiencing event activities, such as ziplining across the river or purchasing beer tastings.

**Participant:** Someone who attends the event principally as a competitor, athlete, sponsor, vendor/exhibitor, support crew/team, entertainer/performer, volunteer, official, media or support staff. Participants can be critical to the event's infrastructure or featured attraction. In certain situations, an event may have more participants than spectators. Examples include (but are not limited to): athletes in a triathlon, drivers in an off-road race, TV production crew, a live band, classic car owners, volunteers at a golf tournament, balloon pilots or registered media at an air race.

**Unique Individual (Attendee):** When estimating attendance that represents unique individuals, the event should count a person one time only, regardless of how many activities, venues or days that the person may have attended over the course of the event. Reporting unique individuals can be difficult to determine and substantiate without a formalized survey. For purposes of determining the economic impact of an event, unique individuals are the benchmark used, rather than total attendance.

**Total Attendance:** Event attendance is most often reported as total attendance rather than unique individuals. Total attendance is the compilation of head counts from all venues and for all activities over the duration of the event. It is presumed that unique individuals were counted multiple times if they attended multiple activities or days within the event's scheduled offerings.

**Room Night:** One guestroom multiplied by the number of nights it is occupied (1 room x 3-night stay = 3 room nights).

**Paid Room:** The lodging property received monetary compensation for a room related to an event, whether paid for by the event organizer, spectators or participants. The RSCVA is funded by room taxes generated when paid rooms are utilized in Washoe County.

**Complimentary Room:** The room was provided at no charge to the guest or to the event by the lodging property, possibly as part of a sponsorship agreement. Washoe County room tax is not collected for complimentary rooms.

**In-Market:** Less than a 100-mile radius of Reno. Communities include but are not limited to: the Reno/Sparks metropolitan area, Carson City, Minden/Gardnerville, the Lake Tahoe Basin/Truckee, Fernley, Fallon, and Yerington. In-market spectators and attendees could have a lower propensity to utilize overnight accommodations in Washoe County due to the proximity of their residence.



**Out-of-Market:** More than a 100-mile radius of Reno. Out-of-market spectators and participants may have a greater inclination to utilize overnight lodging in Washoe County rather than drive back to their residence after attending an event. Auburn and Sacramento would be considered out-of-market.

**Washoe County:** Communities include Reno, Sparks, Incline Village, Crystal Bay, Verdi, Gerlach, Cold Springs, Empire, Golden Valley, Lemmon Valley, Mogul, Nixon, Spanish Springs, Sun Valley, and Wadsworth.

[Communities in Washoe County \(Zip Code Map\)](#)

## Application Section 2 – Event Overview

Partnership Funding is for annual special events. If an event will be held for a single-time only, it does not meet the qualification for funding consideration. In addition, events should not have a “term” limit regarding the number of consecutive years it can be held in the destination. Finally, events should have a spectator component (be open to the public).

**Q2.1:** Identify the category that best describes the event, based on the following definitions:

**Emerging Event** - An event that has been in existence for zero to five (0-5) years in the destination. This includes new events that are off-shoots of existing events but will occur (and are marketed) separately from the original event.

**Established Event** - An event that has been in existence in the destination for six (6) or more years. This includes events that have been in existence for 10 or more years but do not meet the definition of a Legacy Event.

**Legacy Event** - An event that has been in existence in the destination for 10 or more years, **AND** generates *either*:

- At least 5,000 room nights *or*
- At least \$250,000 in quantifiable out-of-area media exposure (Earned Media Value-EMV or Advertising Value Equivalency-AVE).

**Q2.7:** Indicate whether the event intends to implement marketing and/or promotional efforts to generate spectator attendance. If an event does not intend promote to spectators, provide an explanation within the allocated character limit.

## Application Section 3 - Financial

Only the principal producing entity of a specific special event can apply for funding consideration. Likewise, only one organization will be considered for funding on behalf an event. Venues will not qualify for consideration even if their intent is to provide supplemental marketing support for one or more events taking place at their facility. However, if a venue is the producing/accountable entity for a specific event, they may apply for funding consideration.

The RSCVA should not be the sole/primary revenue source for an event, nor should an event be dependent upon receipt of funding to take place. Events should be financially viable without receipt of RSCVA partnership funding.



**Q3.1:** The dollar amount of an event’s funding request cannot exceed 25% of an event’s overall cash operating budget. Do not include the following items when determining the 25% benchmark:

- The RSCVA funding that has been requested
- In-kind goods or services provided by sponsors or partners

Because receipt of RSCVA Partnership Funding, as well as the specific award amount, is not guaranteed, it cannot be factored into the event’s estimated cash operating budget to determine the maximum funding that can be requested. In addition, the value of in-kind goods or services provided by sponsors and partners can be subjective and therefore cannot be included when determining the 25% request cap.

The request amount should reasonably equate to the marketing, advertising and promotional initiatives that the event wishes to implement with RSCVA funding. Therefore, the event will need to determine the approximate cost of the new or expanded initiatives that can support its strategic plan and grow the event. Funding is not to be used towards operational expenses.

**Q3.2:** Provide a brief overview of how Partnership Funding would be utilized. Mention marketing and promotional efforts that could be implemented that would not be possible without funding. In other words, explain how funding makes a difference. This is a summary statement only and the response is limited to 2000 characters. Details of funding usage should be provided in event’s supplemental document titled “Itemized Marketing and Promotional Initiatives Using RSCVA Funding.”

**Q3.4:** If a funding award is not awarded, or the award amount is less than the requested amount, summarize whether specific marketing and promotional programs must be reduced or eliminated. If there is a critical program that requires a minimum award amount in order to implement, provide a brief explanation. Response is limited to 1000 characters.

**Q3.6:** If event currently receives, or expects to receive, assistance from other **Nevada public sector** organizations, please identify them. Assistance can be in the form of a cash award or in-kind services. Public sector organizations include: City of Reno, City of Sparks (aka TourMark), Incline Village/Crystal Bay Visitors Bureau (or the North Lake Tahoe Resort Association), Nevada Arts Council, Nevada Commission on Tourism (aka Travel Nevada), Reno Arts & Culture Commission or Washoe County. Do not include assistance from national or international public-sector funding sources, corporate or private funding sources. If an event does not receive/seek assistance from other Nevada government funding sources, enter “*none*” in the response field.

**Application Section 4 - Marketing, Advertising, Public Relations**

Refer to the Page 1 for definitions of “in-market” and “out-of-market” as it pertains to the Partnership Funding program.

Partnership Funding is a marketing opportunity that provides financial resources, enabling an event to broaden their advertising and promotional efforts that otherwise would not be possible. The event should currently promote, or desire to promote, to potential out-of-market visitors (spectators and/or participants) as the fundamental goal of the program is to generate room nights for Washoe County lodging entities.

Out-of-Market Earned Media Value (EMV) and/or Advertising Value Equivalency (AVE) measures the media coverage generated from an event’s public relations campaign. Free media or earned media is the publicity received through promotional efforts other than paid media advertising. It is generally gained organically when content receives recognition through various communication channels, such as social media,



newspaper, television, radio or the internet. Most events do not track EMV or AVE because it typically requires a third-party service to monitor and calculate what an equivalent amount of advertising space, if paid for, would cost. If an event does use a tracking service, they can demonstrate their ability to generate out-of-market awareness even if their out-of-market advertising budget is minimal or non-existent.

**Q4.1 and Q4.2:** These questions relate specifically to planned paid advertising, both in-market and out-of-market. **Do not include your anticipated RSCVA funding award in these budget numbers since a funding award is not guaranteed, nor is an award amount.** The dollar amount provided in both questions should be demonstrated in the event's in event's supplemental document #4: "2019 Marketing Plan WITHOUT RSCVA Funding."

**Q4.3:** This question is optional and should **only** be answered if the event utilized a tracking service for their out-of-market public relations efforts and can provide Earned Media Value (EMV) or Advertising Value Equivalency (AVE) with their submission. If an event is not providing an Out-of-Market PR Equivalency value, enter "n/a" in the response box.

## Application Section 5 – Broadcast Opportunities (TV or Webcast)

In some situations, a made-for-television show or webcast may be produced in conjunction with an event. Television broadcasts and webcasts are beneficial because they introduce the destination to new markets and audiences or reinforce awareness and perception of the destination in traditional markets.

The following circumstances are not considered a Broadcast Opportunity and therefore should not be included in this section:

- Purchasing TV or radio advertising
- Receiving incidental public relations coverage, such as a mention in a newscast or an interview

If an event does not have a TV broadcast or webcast affiliated with their event, answer "No" to Q5.1. and the application will then proceed to Q5.8. Those who answer "Yes" to Q5.1 will see additional questions presented (Q5.2-Q5.7).

**Q5.4:** Provide information about the prospective reach of the broadcast or webcast. For a television broadcast, provide potential household distribution of the broadcast network affiliates. If actual ratings of the previous year's broadcast are also available, they provide a better analysis of viewership and are preferred. Regarding a webcast, provide analytics of unique viewers on PCs, tablets and smart phones.

**Q5.5-Q5.7:** These questions refer to specific RSCVA messaging opportunities during the webcast or TV broadcast that might be available (at no charge to the RSCVA) as a sponsorship amenity. Examples include:

- The RSCVA can create a vignette promoting the destination
- The RSCVA can receive complimentary :30sec commercial spots
- The RSCVA can provide destination B-Roll footage that will be incorporated within the broadcast
- The RSCVA logo is featured on opening/closing billboards of the broadcast
- An RSCVA spokesperson is featured in an interview
- An RSCVA banner or logo is strategically placed within camera-view

**Q5.8:** All applicants must respond to this question. A media partner provides advertising, publicity, promotions, broadcast services, value ads or general awareness-building to promote and publicize the event. A media partner has interest in the success of the event and is not simply selling services/advertising.



Media partners might receive recognition as an event sponsor. Applicants should identify each media partner, then indicate whether their primary audience are local/regional residents (in-market) or reside outside of a 100-mile radius of Reno (out-of-market). To add additional media partners, click on the "+" sign.

### Application Section 6 - Lodging Partners

The RSCVA is funded by occupancy taxes generated when paid rooms are utilized at Washoe County lodging properties (see page 2 of this document for a link of communities in Washoe County). RSCVA Partnership Funding stipulates that partnerships must be secured with at least TWO Washoe County lodging entities for events. If an event is requesting funding of \$999 or less, only one Washoe County lodging partner is then required.

Partnerships can be in various forms: cash/in-kind sponsorship, room block, discounted room rate promoted to spectators or participants, venue location or marketing/promotional assistance. Lodging partners should be acknowledged on the event's website as a sponsor or event affiliate.

### Application Section 7 - Attendance

Refer to Page 1-2 for the definition of Spectator, Participant, Unique Attendee, Total Attendance, In-Market and Out-of-Market. If 2019 will be the first time the event takes place in the destination, answer "no" to the prerequisite question and the application will auto-skip to Q7.7.

The event should be open to the public (spectators) and promote to spectators and/or participants. It should not require the public (spectators) to purchase a membership or pay annual dues to spectate. Spectator admission charges or activity fees are acceptable.

Attendance is one of the most fundamental measurements of an event and can indicate economic, social and infrastructural impact to the community. But it is often misinterpreted. To accurately assess destination impact, it is important to establish whether figures represent total overall attendance or unique individuals.

**Differentiating between total attendance and unique attendees:** Generally, it's easier to determine total attendance rather than trying to calculate the number of unique individuals that are presented in the attendance figure. Total attendance is the compilation of head counts from all venues and for all activities over the duration of the event. Reported event attendance most often represents total attendance rather than unique individuals. For example:

- If a three-day festival reports total attendance as 50,000, it can be incorrectly interpreted to mean that 50,000 unique individuals came to the event, thus inflating the impact to lodging, local economy, infrastructure and community. However, it is very possible that individuals participated in multiple days or activities within the event, so although total attendance might be 50,000, it may realistically represent 12,000 unique individuals.

There are circumstances, however, in which total event attendance may represent unique individuals. For example:

- A single-day, single-venue, ticketed event can rationalize that each ticket surrendered represents one unique individual, which also represents total attendance. A similar scenario can be made for events with participant registration; the number of unique individuals can be represented by the completed registration forms.



**Spectators versus participants:** Event attendance is often associated with spectators or fans. However, events may have a considerable number of participants that significantly influences attendance, such as competitors, athletes, sponsors, vendors/exhibitors, support crew/teams, officials, volunteers, entertainers and performers, media or support staff. Distinguishing attendance between spectators and participants can provide a better understanding of the event’s potential impact to overnight lodging and economic impact.

Non-gated, multi-day, multi-venue events may find it especially challenging to estimate attendance. Suggested estimation methods (perhaps in combination) include: ticket scans, gate receipts, clicker counts, aerial photographs, participant registration, seating capacity versus unoccupied seats, city police crowd estimates, vendor feedback, parking revenue or parking capacity, Sani-hut usage, informal onsite spectator surveys, post-event participant surveys or commissioning a 3<sup>rd</sup> party to conduct a formal survey.

**Q7.1 and Q7.7:** Provide 2018 attendance estimates and 2019 projected attendance specific to spectators/fans (the general public). The event should identify whether the figures represent unique individuals or total attendance.

**Q7.2 and Q7.8:** Provide an estimate of unique participants in the 2018 event, as well as a projection for the 2019 event.

**Q7.3 and Q7.9:** Provide a *reasonable* explanation of how attendance was determined and reference any relevant information source (if applicable) in support of that estimate. A simplified mathematical explanation of how estimates were determined can also be helpful in determining reliability of the data.

**Q7.4 thru Q7.6:** These questions are specific to the 2018 event. Provide an estimate of what percentage of spectators, as well as participants, were from out-of-market. Enter the number as a decimal (ie: .25). Applicants should provide a *reasonable* explanation of how the percentages were determined and may reference (or attach) any information source that is relevant. For example, if online ticket sales captured address information, this is a feasible justification in establishing the percentage of in-market versus out-of-market.

## Application Section 8 - Room Nights

Refer to Page 1-2 for definitions of: Washoe County, Paid Room, and Complimentary Room. If 2019 will be the first time that the event takes place in the destination, answer “no” to the prerequisite question, and the online application will auto-skip to Q8.4.

The RSCVA acknowledges the difficulty in substantiating room nights since there are numerous booking methods available to overnight visitors (online, call-in, mobile app, travel agent, etc.), as well as a variety of motivating reasons that someone may visit the destination. Events that have a room block or special booking code can request a utilization report from their lodging partner. For events that do not have room blocks or special booking code, suggestions for estimating room nights (perhaps in combination) include: add lodging information on participant or vendor/exhibitor registration forms, ask for feedback from lodging partners, conduct informal onsite surveys, send out follow-up surveys to attendees or online ticket purchasers or commission a formal survey by a third party.

**Q8.1 and Q8.4:** Provide a *reasonable* estimate of Washoe County room nights generated in 2018, and room nights anticipated in 2019, as a direct result of the event. Utilized rooms should include spectators/fans, as well as participants (competitors, sponsors, vendors, support crew/teams, volunteers, officials, support staff, performers, media pool, etc.). Estimates should be differentiated by paid room nights and complimentary room nights.



**Q8.2 and Q8.5:** Provide a *reasonable* explanation of how room night estimates were calculated and attach or reference any information source that is relevant. Documentation from lodging partners verifying room night utilization is not required. However, if information exists that can corroborate your figures, it would be beneficial to include them. Having credible 2018 room night estimates will also be helpful to events when projecting 2019 room nights.

## Required Supplemental Documents

**To be evaluated for possible a funding recommendation, the following documents should be attached to the online submission.**

### Required Document #1: Event Overview

Tell us about your event! This is an opportunity to provide details and explain the event's impact to the destination. Assume that the panelists reviewing the application are not familiar with the features and benefits of the event and include the following information:

1. Provide an event description; include its mission and goals.
2. Summarize why the event would appeal to the general public. What is unique about the event? Are there similar events offered in the western U.S.?
3. Highlight the event activities that are available to the general public (both free and/or ticketed) and the venue location(s). If certain activities within the event are only available to registered attendees and are not open to the general public, clarify those components.
4. **Competitive Sporting Events:** If the event features competitive sports as the integral element of the event (human-powered, engine-powered or animal-based), include the following information:
  - a. Is the event affiliated with a sanctioning body?
  - b. Is the event part of a tour series or league?
  - c. If the event is part of a tour series or league play, what other cities are included in the schedule?
  - d. Regarding spectators, who is the primary audience (ie: friends/family of the competitors or the general public and sports fans)?
5. **Established and Legacy Events:** Summarize new strategies that will be implemented or activities that will be offered in the coming year to attract additional attendance and overnight lodging in Washoe County.
6. If an economic impact study or spectator demographics are available, the applicant is encouraged to include highlights of the findings.

Tip: Starting the document with a bullet-point summary of the event's significant attributes, statistics, destination impact, awards, milestones, etc. will call attention to key elements that the review panel should take note of. You can then provide additional details throughout the attachment.



## Required Document #2: 2018 Profit & Loss Statement

Submit a 2018 Profit & Loss Statement (aka Income and Expense Statement) disclosing itemized revenue (ticket sales, sponsorship sales, F/B sales, alternate revenue streams, etc.) and itemized expenses (operations, equipment rentals, overhead, entertainment, marketing/advertising, etc.) and the resulting net profit or loss.

Events that are occurring for the first time in the destination in 2019 are exempt from providing a previous year's P&L Statement. Events occurring after the December 4, 2018 application deadline may submit their 2017 P&L Statement in lieu of a 2018 P&L statement.

## Required Document #3: 2019 Event Budget

A budget is an essential element of event production/management and forecasts the financial outcome of the event by identifying all probable expenditures and anticipated revenue.

Submit a detailed 2018 event budget that includes itemized revenue (ticket sales, sponsorship sales, F/B sales, alternate revenue streams, etc.) and itemized expenses (operations, equipment rentals, overhead, entertainment, marketing/advertising, etc.). The line item(s) for advertising expenses should be consistent with the figures provided on Q4.1 and Q4.2 of the online application.

If an event incorporated their funding request and affiliated expenses within their 2019 budget, remember that receipt of funding is not guaranteed, nor is the specific award amount. If possible, separate or identify RSCVA funding revenue and related expenses from the core budget. See page 3 regarding limits to the amount of funding that can be requested as it pertains to the event's cash operating budget.

Submitting a partial budget (such as marketing budget only) is not acceptable as a complete budget is required.

The figures provided in the event budget for marketing and promotional efforts should be somewhat consistent with the supplemental documents detailing the event's marketing plan.

## Required Document #4: 2019 Marketing Plan (WITHOUT RSCVA Funding)

Provide a marketing, advertising, promotions and public relations plan that summarizes the event's efforts to promote to spectators and participants. This portion of the marketing plan **should not** include initiatives that could be implemented with RSCVA Partnership Funding, since receipt of an award (or a specific award amount) is not guaranteed. Instead, **include only those elements that will be implemented without receipt of RSCVA funding.**

The plan should be categorized by "in-market" and "out-of-market" efforts. For out-of-market efforts (if applicable), identify the cities or regions that will be targeted. Include all communication methods that event plans to utilize, such as: print, outdoor, website, eblast, collateral pieces, social media, search engine marketing, broadcast, newsletters, radio, guerilla marketing or other miscellaneous outreach. Identify whether specific marketing and promotional efforts will primarily target spectators or if those efforts are for recruiting potential participants (ie: competitors). If event has marketing or media partners who will provide additional promotional services in support of the event, summarize those activities.





## Required Document #5: Itemized Marketing and Promotional Initiatives Using RSCVA Funds

This document should clearly demonstrate how RSCVA Partnership Funding would enhance the event's marketing and promotional efforts that otherwise would not be possible. In other words, how can RSCVA financial support make a difference to the event and to grow attendees and room nights.

Itemize the specific initiatives that the event would implement with receipt of a funding award, ranking each in order of priority. Providing rankings and affiliated cost will assist panelists to make rational award recommendations should it not be possible to recommend the total funding request. Include the following information for each initiative:

- Ranking
- Target Event Segment (does the initiative target potential spectators, participants or competitors, or a combination?)
- Markets; reach, if available (the circulation, rating points or impressions); who is the target audience
- Explanation of the initiative
- Approximate time frame to implement
- Estimated Cost

Information can be provided in a chart or in written narrative. The fictional illustration in the chart below does not suggest that a specific number, or variety, of initiatives must be proposed. RSCVA staff presumes that an event is the expert in determining their target audience as well as the marketing, advertising and promotional efforts that would most effectively generate awareness.

### Theoretical Funding Request of \$17,500

Ranking	Initiative	Target Segment	Market(s), Reach, Demographics	Explanation of the Initiative	Date	Estimated Cost
#1	Paid FB ads	Participants	San Francisco, Los Angeles, Seattle. Adults aged 25-49 with a \$75K HH income	A new initiative geo-targeting people to register for the "Bike 'n Brew" activity offered during the festival.	1 week in June 2019	\$1,700
#2	Three outdoor billboards	Spectators	Downtown San Francisco, I-80 near Bay bridge, downtown Oakland, GRP estimated at 59.9	This initiative is only possible with RSCVA funds. Ticket sales from SFO have increased 17% in 2018 over 2017, attributed to the billboards.	May thru July, 2019	\$9,000
#3	Promotional videos	Spectators	Potential organic reach is national, may do a paid boost on FB targeting Bay Area and Sacramento outdoor enthusiasts, aged 25-49.	Create two professional edited videos (30-45sec each) to highlight event. Potential organic reach is national. Videos will be placed on website, FB, Instagram, Twitter and YouTube.	March 2019	\$3,000
#4	Cow Horse News, West Coast Edition	Competitors	Cir. 75,000. An industry pub for horse owners and trainers on the West Coast	Funding would expand our typical ¼ page to a full-page ad, enhancing our message and impact. Ad placements would be increased from 1 issue to 2 issues to expand awareness and generate additional horse entries.	Jan/Feb and Mar/Apr issues	\$2,300



#5	Radio Ad XYZK-FM	Spectators and Participants	San Jose metropolitan area, Bay area. Rock station, target adults: 25-40	Will combine a contest (value-add) with paid placement for more exposure. Contest will be for VIP registration to event.	April 1-21, 2019	\$1,500
----	---------------------	-----------------------------------	--------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------	---------------------	---------

## Required Document #6: Sponsorship Amenities to the RSCVA

Partnership Funding is correlated as a sponsorship, rather than a grant, with an expectation that the event will extend sponsorship amenities to the RSCVA. Sponsorship amenities that provide an opportunity for the RSCVA to present its own brand messaging to potential new or existing audiences are particularly desirable.

Provide a list of potential sponsorship amenities that could be extended to the RSCVA that support its mission and/or strategic objectives and broadens its marketing, sales or promotional efforts. Upon approval of a funding award by the RSCVA Board of Directors, the final sponsorship package will be mutually agreed-upon by the event and the RSCVA and reflect the award amount.

The list on page 11 provides *example* amenities that could assist the RSCVA in its own communication and brand awareness efforts. These are **suggestions only** and events may have unique opportunities that are not mentioned below. Do not copy and paste this list to your submission; only include amenities that the event can extend. If event is televised and can offer complimentary commercial time, on-air interview, vignettes or other on-air exposure as a complimentary sponsorship amenity, provide details.

- **Required:** RSCVA logo/link on event website
- Complimentary :30sec RSCVA commercial spots on TV broadcast or webcast
- Destination exposure via destination vignettes, interviews, on-air announcements of Reno Tahoe branding messages during TV broadcast or webcast
- Opening/closing billboard recognition (ie: logo and/or voiceover) during TV broadcast or webcast
- Personalized messages (content provided by RSCVA) posted on event's Facebook, Twitter, Instagram or other social media channels
- RSCVA logo and website on event promotional video
- Inclusion of RSCVA logo and hyperlink in event's e-newsletters
- Opportunity for personalized messages (content provided by RSCVA) in event's e-newsletter
- Reno Tahoe banner ad on event website
- RSCVA destination promotional video embedded on event website
- RSCVA Special events brochure link embedded on event website
- Specific Reno Tahoe message on event website (example: click here for Reno Tahoe lodging information)
- Event tickets for contest giveaways or client hosting opportunities
- Ad space in event's hard copy or digital program guide
- Inclusion of RSCVA logo in event's out-of-market print ads or billboards
- Inclusion of RSCVA logo in event's brochure or direct mail pieces
- RSCVA logo on event posters, postcards, logo wear
- Distribution of RSCVA destination brochures at out-of-market shows that event staff may attend, or at out-of-market business locations that event may have partnered with
- Distribution of RSCVA collateral materials in event participant registration packets, at event information booth or on event shuttles
- RSCVA banners displayed during event
- RSCVA banners displayed on event's shuttle transportation
- Daily PA announcements during the event (content provided by the RSCVA)
- Exhibit booth at the event (ability to donate the booth to other special events)



## Optional Document #7: 2018 Earned Media Value (EMV) or Advertising Value Equivalency (AVE) for Out of Market

This attachment is only required if an applicant answered Q4.3 and provided a valuation for EMV or AVE. Most applicants likely do not track earned media and will not answer this question and can ignore this document request.

While there's more emphasis on owned and paid media, an event can also gain exposure from earned media, which has expanded from simply magazine and newspaper mentions to also include blogs, social posts, social influencers and videos. Unlike advertising, earned media is an unpaid, third-party mention.

Attach a 2018 Earned Media Value (EMV) Equivalency or Advertising Value Equivalency (AVE) for **out-of-market** exposure as determined by standard industry practices. Do not include in-market exposure. Although considered by some PR and Marketing professionals as an obsolete metric, for purposes of the funding application, it will be accepted for applicants who wish to demonstrate the value of their out-of-market exposure.

## Optional Document #8: Photo Highlights

To augment a submission, photos may be submitted with a Partnership Funding application. This may be especially beneficial for newer events.

Events submitting visual attachments with their application must abide by the following guidelines. They will be photocopied and distributed to the panelists evaluating applications.

1. A maximum of 4 pages of visual attachments can be submitted.
2. Photo montages must be formatted to 8.5" x 11" (letter) and include a minimum 1" left hand margin to accommodate placement in a binder. Attachments larger than 8.5" x 11" will not be accepted.