



2020 Special Event Partnership Funding Application Explanations

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: Within 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: Outside of 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 \(Zip Code Map\)](#)

Required Supplemental Documents

To be evaluated for possible 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, including out of town visitors. 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: 2019 Profit & Loss Statement

Submit a 2019 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 2020 are exempt from providing a previous year's P&L Statement. Events occurring after the 2020 application deadline may submit their 2018 P&L Statement in lieu of a 2019 P&L statement.

Required Document #3: 2020 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 2020 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: 2020 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, outline how RSCVA financial support would make a difference to the event and 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 2020	\$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 2020	\$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 2020	\$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

RenoTahoe

#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, 2020	\$1,500
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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 below list 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: 2019 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 2019 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.