



## Special Event Marketing Sponsorship Program Overview

Reno Tahoe facilitates a Special Event Marketing Sponsorship program for annual special events. Submissions are accepted twice a year (with exceptions) and will run on a fiscal year schedule, July-June. The program provides financial resources that enable events to broaden their promotional efforts (to potential out-of-market visitors) that would otherwise not be possible.

The event's use of Reno Tahoe funding dollars in their advertising and promotional efforts must positively feature the communities of Reno, Sparks, Incline Village/Crystal Bay and Washoe County as an attractive place to live, work and play. Event messages should support Reno Tahoe's branding efforts, not contradict them, and should never convey a negative parody of the destination, even if unintentional.

Relating to the Marketing Sponsorship, special events are defined as:

*An organized annual event that generates overnight visitors for two or more Washoe County lodging properties, as well as out-of-area marketing exposure, and is of interest to the general public. Historically these events have included, but are not limited to: festivals, fairs, community events and certain sporting events. Qualified events must reinforce Reno Tahoe's branding message, provide Reno Tahoe with a sustainable and appealing destination message, and attract overnight visitors.*

Reno Tahoe is funded by transient lodging taxes and surcharges generated when paid lodging is utilized in Washoe County. Therefore, the Marketing Sponsorship is earmarked for events that occur in Washoe County and have a history of, or the potential for, attracting overnight visitors to Washoe County.

Reno Tahoe supports special events because they positively impact our community in many ways:

- **Room Nights:** Events motivate travelers to visit the destination, thereby generating new incremental room nights at desirable rates for Washoe County lodging properties.
- **Destination Awareness:** Events can generate awareness and positive perception for the destination because of their out-of-market advertising, social media and promotional efforts.
- **Repeat Visitation:** Visitors who come to the destination and have an enjoyable experience at an event may be more likely to return in the future.
- **RSCVA Messaging:** Events enhance Reno Tahoe's destination branding and communications to promote the destination.
- **Economic Impact:** Out-of-market spectators and participants who travel to the destination because of an event contribute to the financial vitality of Washoe County.

The goals of the Reno Tahoe Marketing Sponsorship include:

- Support new events that have the potential to grow and be future Legacy events for the destination.
- Provide financial resources for events to implement, or increase, their out-of-market promotional and marketing efforts to attract potential visitors.
- Assist special events to grow and realize their full potential in room nights, attendance and brand awareness.



- Enhance the positioning of the communities of Reno, Sparks, Incline Village/Crystal Bay and Washoe County as a more attractive place to live, work and play.
- Extend the events season and fill holes in the annual calendar of major special events.

### **Eligibility:**

Reno Tahoe reserves the right to determine the funding criteria and whether an event qualifies for Partnership Funding consideration. If an event is uncertain about preparing an application for submission, please consult the Sr. Marketing Events Manager. The following guidelines may assist in determining eligibility for, or compatibility with, the funding program:

- Reno Tahoe is funded by transient lodging taxes and tourism surcharges generated when paid lodging is utilized in Washoe County. Therefore, Partnership Funding is earmarked for events that occur in Washoe County and have a history of, or the potential for, attracting overnight visitors to Washoe County.
- Only the principal producing entity of a special event can apply for funding consideration. Likewise, only one organization will be considered for funding on behalf of any single event.
- Venues do not qualify for funding 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 principal producing entity of a specific event, they may submit an application for consideration.
- The event currently promotes, or desires to promote, to potential out-of-market, overnight visitors (spectators and/or participants) and is not primarily an activity for local residents.
- The event can generate overnight visitors for Washoe County lodging entities.
- The event is fundamentally not a conference, meeting, trade show, workshop or expo.
- Reno Tahoe will not be the sole/primary revenue source for the event and the event will not be dependent upon receipt of Partnership Funding in order to occur. A funding request cannot exceed 25% of an event's overall cash operating budget. In-kind goods or services extended to an event by suppliers and partners do not qualify towards calculating the 25% limit.
- For events already receiving financial support from Reno Tahoe, funding approval may be affected based on value of contribution.
- The event can/will occur annually in Washoe County and does not intend to be held one-time only. There is not a limit regarding the number of consecutive years the event can occur in the destination.
- The event is definite, not tentative.
- The event must have a spectator component, promote activities to the public (spectators), and does not require the public to purchase a membership or pay annual dues to attend. Spectator ticket or activity fees are acceptable.
- The event will secure partnerships with at least two Washoe County lodging properties as the event must benefit more than a single lodging entity. Partnerships can be in the form of cash/in-kind sponsorship, room block, special room rate, venue location or marketing/promotional assistance. Individual reservations with vacation rental platforms (AirBnB, VRBO, etc) do not qualify. Funding requests of less than \$1,000 require only a single property partner.

### **Application Deadlines:**

This is the final deadline to accept applications. To avoid the possibility of a late submission due to computer malfunctions or transmission errors, consider submitting the application prior to the deadline. Submission does



not imply that sponsorship funding will be awarded. The completed application and all required supplemental documents must be submitted by the deadline to be considered by the review panel.

**Final Submission Deadline:  
5:00 p.m. (Pacific time)  
Monday, April 1, 2024**

If the event occurs immediately before (or after) the application deadline, information from the previous year can be provided in lieu of the current year's information, where applicable.

**Partnership Funding Timeline:**

**April 1, 2024 (5:00 p.m. PT):**

February 12, 2024:

early May 2024:

end of May 2024:

**Final Deadline for Application Submission**

Application available to qualified events

Review panel evaluates all applications

Funding panel recommendations presented to RSCVA Board of Directors for consideration and possible approval

If sponsorship funding is approved, the event will be required to sign a contract agreeing to the terms and conditions of the partnership, issue a General Liability Insurance Policy naming the Reno-Sparks Convention and Visitors Authority (RSCVA) (\$1,000,000 per occurrence and \$2,000,000 general aggregate) and provide an Additional Insured Endorsement.

Funding awards will be disbursed in two installments. A partial payment of 50% will be made upon receipt of the signed contract, verification of event's funding initiatives and confirmation of two or more Washoe County lodging partners/sponsors. The remaining 50% payment will be made after the event takes place, subject to completion of contractual agreements and a post-event report.

**Evaluation Procedure and Considerations:**

Failure to submit all the required information by the final application deadline will result in disqualification from consideration. Applying does not imply that a Marketing Sponsorship will be awarded.

All applications will be evaluated by a panel consisting of Reno Tahoe Staff. Funding recommendations will be based on the information that is provided in the application and supplemental documents, the amount of funding available, the total number of applicants and the destination's current situation analysis. Since applicants do not attend the evaluation session, it is imperative that their application and supplemental materials communicate clear, complete and accurate information. The funding allocation recommendations will be presented to the Reno Tahoe Board of Directors for review and possible approval.

Recommendations are based on qualitative, rather than quantitative, analysis and include the following considerations:

● **Application:**

Is the application complete; were all questions answered and required information provided? Was the submitted information reasonable, viable and compelling?

● **Event Dates:**



Does the event occur in a "need" period or during an already busy visitor season? Would its absence adversely affect lodging occupancy? Is the event definite or tentative pending assessment by the producing organization regarding its viability or outcome of the funding awards?

- **Annual Occurrence:**

Is there a term limit regarding the number of years that event can/will be held in the destination? Will the event be held annually? Does it have potential for growth and long-term sustainability?

- **Attendance:**

What is the projected attendance, including participants (if applicable) and spectators? What percentage is estimated to be locals versus out-of-market visitors? Can the event expand upon their current attendance? Are there capacity constraints?

- **Room Nights:**

What are room night projections? Is there a potential for growth in overnight stays with additional marketing efforts? Is the funding request reasonable when compared to the room nights that can potentially be generated?

- **Uniqueness, Appeal and Positive Alignment**

Is the event unique and/or iconic to the destination? Are there similar events in primary visitor markets? Would the event appeal to potential visitors? Does the event align with Reno Tahoe's mission? Does it positively highlight the communities of Reno, Sparks, Incline Village, Crystal Bay and/or Washoe County?

- **Washoe County Affiliation:**

Does the event occur in Washoe County or demonstrate the ability to generate room nights in the county? If event occurs outside of Washoe County or takes place in multiple locations (both in and out of the county), does it generate significant room nights and promote Washoe County as the primary bed base?

- **Out-of-Market Awareness:**

Can the event generate out-of-market awareness for the destination that increases the likelihood of attracting overnight visitors? Awareness can be in the form of traditional advertising, social media, web-based efforts or earned media value. Does it support Reno Tahoe branding and messaging?

- **Financial:**

Is the event financially stable? Is the funding request less than 25% of the event's cash operating budget? Is the event dependent on Reno Tahoe funding to occur? In the case of a new event, does it have a realistic plan to sustain through "year one" such as revenue and expense projections, marketing plan, estimated attendance and room nights?

- **Funding Use:**

Does Reno Tahoe funding make a difference? Did the event clearly demonstrate how a Marketing Sponsorship would be used to augment their potential growth or extended outreach? Would a reduced award, or no award, negatively impact event's ability to maintain or grow their promotional efforts?

- **Lodging Partnerships:**

Will the event establish partnerships with at least two Washoe County lodging properties in the form of room block, sponsorships, venues or marketing support? Are current lodging partners acknowledged and promoted on event's website?

- **Television or Webcast Affiliation:**

Will the event be aired on network TV, cable TV or Webcast as a scheduled broadcast? Is the broadcast



professionally produced and does it positively highlight the destination? What is the potential viewership and who is the audience?

- **Sponsor Amenities:**

Will the event extend sponsorship amenities to Reno Tahoe that support its mission and/or strategic objectives. Do the potential amenities offer an opportunity for Reno Tahoe to broaden its own marketing, sales or promotional efforts to a new audience?

- **Facility/Venue:**

Does the event take place in a Reno Tahoe facility? If so, does it currently receive facility concessions?



## Special Event Marketing Sponsorship Getting Started

Thank you for your interest in applying for Special Event Marketing Sponsorship consideration. To access the application and other information, go to [www.rscva.com/what-we-do/special-events-funding/](http://www.rscva.com/what-we-do/special-events-funding/).

### **Explanatory Support Document**

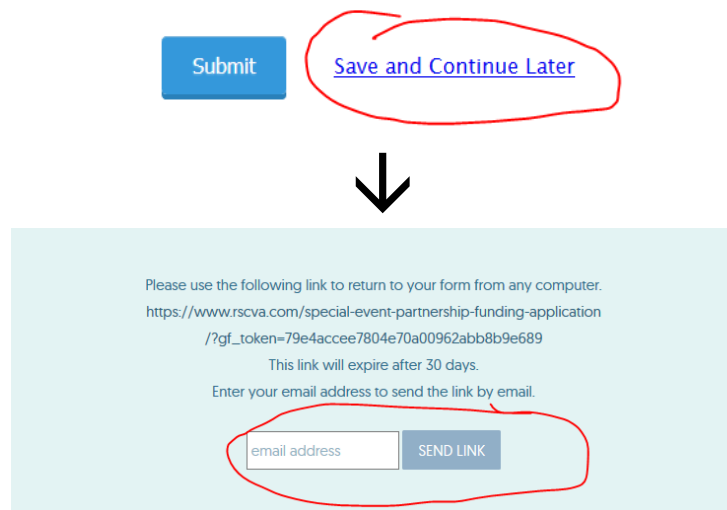
Before completing a submission, events are strongly encouraged to download the document entitled “**Application Explanations**” which is available on the funding webpage. The intent of this *how-to guide* is to assist applicants to improve the content and consistency of their submissions:

- Provides definitions of key terminology affiliated with the funding program
- Details the desired information to include in supplemental documents

### **Preparing the Application | Save and Continue Option**

Submissions will only be accepted electronically using the official online application. If an applicant is interested in requesting funding for multiple events, a separate application and corresponding supporting documents must be completed for each one.

For convenience, events can prepare their submission in multiple sessions. To save current work for future editing, scroll to the bottom of the application and press “**Save and Continue Later**.” A message window provides a link for future access (**copy the link before closing the session**). There is also an option to receive the link electronically by providing an email address. Tip: Check your Spam folder. The email link comes from [info@renotahoeusa.com](mailto:info@renotahoeusa.com) and expires in 30 days. **Reno Tahoe does not receive a copy of these links, so keep it in a safe place for future access.**



\*The Save and Continue button only saves the application, not attached documents. Documents can only be attached when the event is ready to hit submit, otherwise, the docs will not be saved.



In order to best prepare for the application, below is the list of things you should have handy for easy submission. **We also highly suggest that you read through the entirety of the application before beginning to fill out the fields.**

- List of event sponsors
- The current cycle event budget
- Any room block or additional information reported by hotel partners
- Profit & Loss Statement from event last held

### **Accepted File Formats for Supplemental Attachments**

Unless indicated, all questions must be answered, and all required supporting documents must be submitted to be considered by the funding review panel. Attachments to the application can be provided in various file formats (jpg, pdf, doc, docx, png, xls, xlsx).

NOTE: Due to incompatibility with Reno Tahoe's website operating system, Mac files (ie: Pages, Numbers) cannot be accepted.

### **Submitting the Application**

Once the event has finalized their application and supporting documents and is ready to submit their information, press "**Submit**" at the bottom of the application. At that point, the application will no longer be accessible for future edits or modifications. A "Partnership Funding Thank You" message, verifying your submission, should now be visible on your screen. **Print this page as your confirmation.**

If the "Thank You" page does not pop-up, then the submission was not successfully transmitted. The applicant should contact the Reno Tahoe Sr. Marketing Events Manager prior to the final deadline to report the issue. Do not wait until after the application deadline to make an inquiry as submissions can no longer be accepted.

The Reno Tahoe Sr. Marketing Events Manager can meet with an event representative to discuss the Marketing Sponsorship program as well as the submission process.