



## EVENT SPONSORSHIP PROGRAM

The Visit Edmond Event Sponsorship Program supports events that have a significant economic impact on the City of Edmond. Applicants should describe how their event promotes overnight stays, generates sales tax and utilizes Edmond hotels, vacation rentals, and other facilities/venues. Visit Edmond wants to partner with planners to welcome groups/events to Edmond and showcase all that Edmond has to offer.

An applicant may apply for an event sponsorship in exchange for promoting Visit Edmond and encouraging visitors to dine, stay and play in Edmond. This program is supported by a portion of the city's dedicated 4% lodging tax, which is collected by hotels and vacation homes on nightly room rates and utilized to promote business, leisure and sports-related travel to the City of Edmond.

### OVERVIEW

- Visit Edmond staff will review applications year-round on a case-by-case basis.
- Applicants should supply a sponsorship packet detailing the benefits of sponsorship, including levels or tiers of support.
- Funding decisions will be based first and foremost on the event's overall economic impact to the City of Edmond. The number of overnight stays and the community impact of the event will also be considered.
- Visit Edmond recommends that applicants apply 90 days or more prior to the scheduled event date.
- All sponsorships are issued for one year; multi-year sponsorship commitments will not be considered.
- Sponsorship recipients are required to return all funds from Visit Edmond if the event is cancelled for any reason.
- All sponsorship applications are reviewed by Visit Edmond staff and presented to the Visit Edmond Tourism Advisory Board.

**NOTE: This is not a source of permanent funding.** Visit Edmond reserves the right to deny funding requests from year to year for any reason. Submission of an application does not guarantee funding.

### REQUIREMENTS

- Completed and signed application.
- Proposed budget submitted with application.
- Approved applications must provide a current **IRS W-9 Tax Form** before invoices are processed by the City of Edmond.
- A post event debrief meeting must be completed within 30 days of the event with Visit Edmond staff.



## Event Sponsorship Application

### **EVENT INFORMATION**

Event Name:

Event Website:

Company/Organization Name:

Event Type:

Event Date(s)

Description of Event (history, target audience, growth—past or future, fixed location or does it rotate, etc.):

Is the event open to the public? Yes                  No

Tickets required? Yes                  No                  Ticket Cost?

### **LODGING AND VENUE PARTNERS**

List Edmond hotels and/or vacation homes you are working with:

How will you encourage participants to stay in Edmond hotels/vacation homes? (select all that apply.)

Promote on a website with a link

Send an email with links to Edmond lodging to participants/supporters

Other (specify)

What Edmond venue(s) will be utilized during your event:

### **SPONSORSHIP INFORMATION**

Are sponsorship packages available?      Yes              No (If yes, please attach sponsorship documents.)

Sponsorship amount requested:

How will sponsorship funds benefit your event?

What benefits and exposure will Visit Edmond receive as a sponsor? (Select all that apply.)

Welcome group (in person, letter)

Provide materials (rack card, visitor guide, etc.)

Visit Edmond logo with link on website

Program ads (if applicable)

Email promotion

Social media tags (@visitedmond)

VIP tickets

Other (If other, please specify)

## **ECONOMIC IMPACT**

Anticipated total number of participants/supporters

Percentage Local

Percentage Nonlocal

Approximately how many nights will your average participant/supporter stay in Edmond hotel(s) and/or vacation homes?

## **CONTACT INFORMATION**

Event planner contact name:

Affiliation with Organization:

Office phone number

Mobile phone number

Email

Organization Information

Business or Organization

Address

City/State/Zip Code

Business contact

Phone number

All sponsorship requests must submit a W-9.

***"We, the undersigned applicant, agree that all the information included in this application is true to the best of our knowledge. We further agree to return all funds received from Visit Edmond if the event is cancelled for any reason other than natural disaster or acts of God."***

Signatures

Date