



## MARKETING SPONSORSHIP REQUEST

The Visit Edmond Marketing Sponsorship supports opportunities with the potential to have a significant economic impact on the City of Edmond. Applicants should detail how their marketing opportunity promotes Edmond to citizens and visitors. Visit Edmond wants to partner with other entities to welcome groups/events to Edmond and showcase all that the City of Edmond has to offer.

Applicants may request a marketing 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 requests year-round on a case-by-case basis.
- Applying organizations should supply a sponsorship packet detailing the benefits of sponsorship, including levels or tiers of support.
- Marketing 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 marketing opportunity is cancelled for any reason.
- All sponsorship requests 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 request form.
- Approved applications must provide a current **IRS W-9 Tax Form** before invoices may be processed by the City of Edmond.
- An evaluation of the marketing opportunity must be completed with the Visit Edmond Staff.



## Marketing Sponsorship Request

Organization

Organization website

Description of advertising opportunity (what is it, where, for how long, etc.)

What benefits will Visit Edmond receive (social media promotion, Visit Edmond logo placement, email promotion, website links, printed materials, etc.)

Amount requested:

Target audience

**CONTACT INFORMATION**

Primary Contact

Affiliation with Organization

Office phone number

Mobile phone number

Email address

ORGANIZATION INFORMATION

Business/Organization

Address

City/State/Zip Code

Secondary 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 project is cancelled for any reason.”***

Signatures

Date