

STEAMBOAT SPRINGS COLORADO

2017 Special Event Funding Application **Application Deadline: Thursday, January 5, 2017**

What and Why?

Special Event Funding (SEF) are sponsorship dollars budgeted by the City of Steamboat Springs to support special events in the non-ski season months that contribute to the overall effort to market and brand Steamboat Springs as a year-round visitor destination.

How?

The Steamboat Springs Chamber Resort Association manages the funding by creating a Special Event Funding committee to review and allocate the funds. This committee is made up of members of the SSCRA marketing committee, the SSCRA board and City Council. Funding applications will be evaluated and rated based on judging criteria attached to this application.

When?

The committee will start meeting to review applications in January. We plan to schedule funding presentations in mid to late January.

IMPORTANT

It is important to note that Special Event Funding sponsorship dollars will be **paid post-event**, once the final report is submitted and invoicing from the event is received.

When submitting your application please be sure to include:

- Both pages of the Special Event Funding application
- Separate narrative explaining the following:
 1. Concept of your event
 2. Event detail (how will the event be implemented and where)
 3. Community benefit and impact
 4. Expected demographics (who is your target audience)
 5. Metrics (How will success be measured at your event. How will the percentage of visitors be determined and how will you determine if visitors stayed in paid lodging?)
 6. Desired outcome
- Signed copy of the 2017 Special Event Funding Requirements
- Advertising/Marketing Plan (How will people learn about your event? This **must** be included with your application)
- Sponsorship benefits available through your event to be utilized in the marketing of Steamboat Springs as a tourist destination i.e.: Booth space on event day, branding inclusion in marketing materials, tickets to be used for promotional purposes etc.

We look forward to receiving your application. Please return your completed application to:

sarah@steamboatcchamber.com

SPECIAL EVENT FUNDING (SEF) POLICIES & REQUIREMENTS

- Special Event Funds are sponsorship dollars that can be used in any manner to support the production, maintenance and growth of the event. Including marketing, website development, site fees, prize money, etc.
- Sponsorship benefits must be proposed by the event and upon agreement with the SEF committee must be professionally fulfilled leading up to the event.
- A final report will be required. Final reports must be completed and submitted to the Chamber within **45 days** post-event. It is the responsibility of the event chairperson to prepare and submit all information requested by the Special Event Committee; failure to do so could result in denial of reimbursement for expenditures. Events that do not submit complete final reports will not be eligible for future City special event funding.
- The Chamber Marketing Department is available to assist with the marketing of your event by including your event on our Chamber web calendars, advice and consultation regarding any aspect of event planning, inclusions in the Chamber's official summer calendar of events, and by displaying your event poster and/or brochure or rack card in the Chamber Visitor's Center.

By signing below you signify that you have read the above statements and agree to adhere to all requirements. If you do not adhere to all requirements, you agree to forfeit any funding allocated by the Steamboat Springs Chamber Resort Association.

Signature of event chairperson:

Date Signed:

SPECIAL EVENT FUNDING APPLICATION

GENERAL INFORMATION

Name of Event:			
Sponsoring Organization:		Event date(s):	
Chair Person/Producer:		Are dates firm?	
Location of Event:		New event?	Phone #:
Expected number of participants:		Requested Amount:	
Email:			

PROJECTED BUDGET

Please attach a budget addendum if necessary but please complete below

Earned Income (Ticket Sales, Retail Sales, Entry Fees): \$	Administration: \$ (payroll, postage, phone, permits, office supplies, etc.)
Concessions: \$	Marketing/Public Relations: \$
Soft Dollar Trades (Lodging, Marketing, etc.): \$	Prizes: \$
Cash sponsorship: \$	Merchandise: \$
Grants: \$	Operations: \$ (Venue, cleaning, port-a-lets, trash, judges, etc.)
Other (please specify): \$	Food & Beverage: \$
Subtotal: \$	Other: \$ Please specify
Special Event Funding: \$	
Total: \$	Total: \$

ADDITIONAL EVENT INFORMATION

Has this event received Special Event Funding in the past?
(If yes) in what years?
What is the anticipated audience percentage?: Local % Visitor %
How will audience percentage be determined?
How many years as the main event director been directing this event?
If received, what percentage of your total income would SEF represent?

PLEASE READ AND SIGN BELOW

Applications received after the designated deadline and/or incomplete will not be considered. Any event that has not completed a Final Report from the previous year will not be considered for Special Event Funding.

PLEASE NOTE: The City of Steamboat Springs has a special activity permit for events held in the City of Steamboat Springs. They also have a City sales tax process for all vendors and souvenir sales. All event organizers must comply with this process. It is your responsibility to complete and submit this application. Call the City offices at 879-2060 to request further information regarding this permit and a sales tax license.

Be advised that the committee will require a personal presentation regarding this application unless otherwise notified. You will be contacted by email with your presentation date and time.

If financial support is allocated to this event, I agree that the funding will be used solely for the designated and approved purposes as stated in this application. I agree to follow all policies and guidelines, and will supply complete financial statements, ad copies, affidavits and proof of expenditures to the SSCRA Special Event Committee as requested. I understand that the application review process may require additional information which I agree to provide. I further understand that reimbursement for approved expenditures is subject to review and approval by the SSCRA Special Event Committee.

SIGNATURE:

DATE:

JUDGING CRITERIA

(Categories are in order from most important factor)

TOURISM POTENTIAL/DRIVER:

Participant/attendee draw potential? Does the total, over-all program have wide range appeal? Will it attract a large number of visitors? Do the component parts have strong appeal to specific markets? If it is a participatory event, does it also attract spectators? How many nights will participants/attendees stay in Steamboat?

SCHEDULE GAPS:

Does it help to fill gaps in our summer event schedule? Priority will be given to events that take place during times that are considered "soft" including: weekends currently not occupied by a long-standing event, June, September, October, as well as events that fall mid-week.

SUPPORT OF SUMMER MARKETING GOALS:

Does the event support the top tier goals of increasing sales tax, increasing nights in paid lodging and promoting Steamboat as a year-round destination? Does it highlight, maintain and/or leverage Western, Water or Biking?

MEDIA APPEAL:

Does it have general media appeal, as well as special interest, i.e. targeted or specific market segments? Does the event have the potential to showcase Steamboat Springs to our target or new demographics?

COST PER PERSON:

How efficient is the expenditure of dollars? Consider the number of people, and/or the demographics of the people for the amount of dollars spent.

SEED MONEY FOR NEW EVENTS:

Sponsorship dollars will be provided to new events that show long term growth potential and are scheduled appropriately based on the summer events calendar.

LONG RANGE POTENTIAL/FUNDING POTENTIAL:

Ongoing event potential? Does it have the capacity for expansion, both in dimension and scope? Is it a "tireless" idea? Does it invoke a lasting memory? Could it eventually be self-sustaining, either through sponsorship or entry fees? Are there co-op advertising possibilities?