



## Matching Event Advertising Funding

### OVERVIEW

#### I. What is the "Matching Event Advertising Funding Program?"

Events are an important component of Scottsdale's overall image and its product. They help increase national and international visibility for Scottsdale as a desirable tourist destination.

The Matching Event Advertising Program supports events that market the destination and generate incremental Scottsdale room nights associated with the event. **The city will match dollars spent on marketing outside of Maricopa County, up to \$30,000 per event.**

Event funds are paid **after** the event, once contractual requirements are met.

#### II. How does an event qualify for consideration?

All event applicants seeking Matching Event Advertising Funding from bed tax must meet all of the following qualifying criteria in order to be eligible for funding consideration:

- Supports one or more of the tourism drivers: art and culture, culinary, golf, sports and recreation, and western.
- Provides the following: 1) Of general community interest, 2) Open to the general public, 3) Designed to attract community-wide participation, 4) Has obtained all necessary governmental permits.
- Must spend marketing dollars outside of Maricopa County to promote the event and enhance Scottsdale's attractiveness as a tourist destination.
- Evidence of room nights in Scottsdale hotels as a result of the event. Funding levels are determined on number of room nights generated (see Section IV).
- Event must be non-discriminatory in nature and provide reasonable accommodations for those with special needs.
- Trade shows and corporate meetings are not eligible for funding.
- An event is not eligible if the event or tournament receives direct funding support from other bed tax supported event programs.

#### III. How do I apply for Matching Event Advertising Funding?

The FY16-17 Matching Event Advertising Funding application is available online or you may contact Holli Shannon in the Tourism and Events Department. [HShannon@Scottsdaleaz.gov](mailto:HShannon@Scottsdaleaz.gov)

1. Review the "Event Qualification Criteria" in Section II
2. Complete a FY16-17 "Matching Event Advertising Funding Application"
3. Evaluation of request by City Staff
4. Recommendation by City Staff to Tourism Development Commission

**Applications available:** July 1, 2016  
**Application submittal due:** At least 90 days before the event

#### **IV. How are funding recommendations determined?**

Events will be evaluated for funding based on the following tier structure criteria.

**TIER ONE EVENT - \$30,000 Maximum Awarded**

Extensive promotion of the event (showing Scottsdale as a desirable tourist destination) outside of Maricopa County **AND** evidence of a minimum of 2,441 room nights generated during the event.

**TIER TWO EVENT - \$15,000 Maximum Awarded**

Limited promotion of the event (showing Scottsdale as a desirable tourist destination) outside of Maricopa County **AND** evidence of a minimum of 1,221 room nights generated during the event.

**TIER THREE EVENT - \$5,000 Maximum Awarded**

Minimal promotion of the event (showcasing Scottsdale as a desirable tourist destination) **AND** evidence of a minimum of 407 room nights generated during the event.

#### **Seasonality**

If the event takes place between the months of May through December the event is eligible to receive an additional 10% above the eligible funding.

#### **V. What are the "Approved Uses" for any funds awarded?**

This is a matching grant and the funds awarded must be used for marketing outside Maricopa County, to increase the likelihood that event attendees will stay in a Scottsdale hotel. The event must spend the same dollar amount as was granted by the City on marketing outside Maricopa County.

Applicants requesting City funding must use the funds for one or more of the following items:

- Traditional, print advertising
- Digital advertising
- Social Media advertising
- Direct mail

Demographics of Scottsdale's key tourist (as determined by the Scottsdale Convention & Visitors Bureau) are as follows. Key Feeder Markets: New York, Chicago, Los Angeles, San Francisco, Denver, Seattle, Canada, Mexico, United Kingdom, Germany; Adults average age 49; Household income \$50,000.

#### **VI. What is my responsibility as an event producer?**

Upon approval of funding, an "Event Agreement" between the event producer and the City of Scottsdale will define the contractual responsibilities of the two parties and will be submitted to the City Council for approval.

Among other things the contract requires the event producer to:

- Use City logo or an event sponsorship logo provided by the Scottsdale Convention & Visitor Bureau.
- Display City sponsorship banner provided by the City of Scottsdale.
- May require an event producer to allow the city to conduct an event intercept survey during the event using questions selected by the city at the event producer's expense.
- Use a City approved method to track room nights associated with the event.
- Comply with all City of Scottsdale application, permit, insurance, and approval requirements and processes for Special Events.
- A completed Post-Event Report as identified in the "Event Agreement".
- City of Scottsdale may receive benefits equivalent to similar sponsorship levels.

**VII. When will I receive the funding?**

The approved funding will be provided **post-event**, once all contract requirements have been fulfilled.

**VIII. CONTACTS**

For questions or assistance, please call the City of Scottsdale Tourism and Events Department at 480-312-7177. Our address is 7506 E. Indian School Rd., Scottsdale, AZ 85251.

The Event or portion of the Event must be held within the corporate limits of the City of Scottsdale.



## Matching Event Advertising Funding

### APPLICATION INSTRUCTIONS

### FORM INSTRUCTIONS

1. Your total request should NOT exceed the eligible matching amount requested.
2. Please fill in every box provided; DO NOT include references to other documents
3. Sign and date application

### SUBMITTAL INSTRUCTIONS

1. Submit one (1) copy of application and any attachments
2. Do NOT print application double-sided

### DUE DATE

The application proposal must be received by the Tourism and Events Department a minimum of **90 days prior to the event**, to be considered for FY16-17 funding.

### MAIL OR DELIVERY INSTRUCTIONS

#### Email or deliver application to:

City of Scottsdale  
Tourism and Events Department  
Attention: Holli Shannon  
[HShannon@Scottsdaleaz.gov](mailto:HShannon@Scottsdaleaz.gov)  
7506 E. Indian School Rd.  
Scottsdale, AZ 85251  
480-312-7177

### FINAL NOTES

The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image and provide measurable return to the City of Scottsdale and the industry:

- All eligible proposals received on or before the deadline will be evaluated by City Staff and the City's Tourism Development Commission.
- Incomplete and/or incorrect applications will be returned to producer for correction.
- This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event. Actual funding amount and specific uses must be specifically authorized by the City.

- Application is not a legally binding agreement. After the recommendation of funding, a formal City Contract and Exhibit A listing the reimbursable "Qualified Items," will be sent to producer. "Qualified Items" approved for funding may differ from the application. ONLY the "Qualified Items" included in the Contract will be reimbursed.

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## Matching Event Advertising Funding Application

### APPLICATION

**NOTE:** Requests for Matching Event Advertising Funding must be submitted on this approved form, and all sections must be completed. Please refer to the "Application Instructions".

**Date of Application:** \_\_\_\_\_

### SECTION I. APPLICANT/CONTACT INFORMATION

**Name of Applicant**  
\_\_\_\_\_

**Name of Event Contact (This is the person to whom all correspondence and communication will be directed.)**  
\_\_\_\_\_

**Organization Name**  
\_\_\_\_\_

**Legal Description (LLC, etc.)**  
\_\_\_\_\_

**Phone Number**  
\_\_\_\_\_

**Cell Phone Number**  
\_\_\_\_\_

**Business Address (required)**  
\_\_\_\_\_

**City**  
\_\_\_\_\_

**State**  
\_\_\_\_\_

**Zip**  
\_\_\_\_\_

**E-Mail Address**  
\_\_\_\_\_

**Web Address**  
\_\_\_\_\_

**Qualifications: List past event experience of producer**

**SECTION II. EVENT INFORMATION**

**Name of Event**

\_\_\_\_\_

**Event Date(s)**

\_\_\_\_\_

**Event Time(s)**

\_\_\_\_\_

**Location of Event**

\_\_\_\_\_

**Brief Description of Event**

**Cost of Admission:** \_\_\_\_\_

**Projected Attendance:** \_\_\_\_\_

**Number of Measurable Room Nights:** \_\_\_\_\_

**Source of Room Night Data (i.e., Room Blocks, Survey, Room Pickup Reports, etc.):**

\_\_\_\_\_

**How many years has your event been in Scottsdale?** \_\_\_\_\_

**Have you previously received funding from the City of Scottsdale? Yes \_\_\_ No \_\_\_**

Dates (List all years)

Amount

\_\_\_\_\_

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### SECTION III. FUNDING REQUEST & APPROVED USES

The City's Tourism Development Commission has developed the following Approved Uses for any funds that are granted: print advertising, digital advertising, social media advertising and direct mail. Events must use City funds for advertising outside **Maricopa County**.

Funds granted are based on a dollar-for-dollar match for the same approved use. For example, if the total cost of a direct mail campaign is \$10,000 the request for City funds would be \$5,000, with the balance of \$5,000 to be paid by the event.

An original *paid in full* invoice from the third-party vendor for the total amount of the agreed upon "approved use" and a cancelled check or credit card statement must be submitted in order to receive payment. Full details are provided in the contract.

In addition to program reimbursable activities the contract requires the producer to perform other activities with no reimbursement from event funds. The contract requires the producer to conduct the event as promised to the City.

Details about full reimbursable and non-reimbursable activity are in the contract and should be reviewed carefully.

Rather than submitting several minimal dollar items, it is preferred that applicant select large dollar expense(s).

Do not list additional items once you have reached the reimbursable amount for the appropriate tier level (**\$30,000 for Tier 1, \$15,000 for Tier 2 and \$5,000 for Tier 3**).

ONLY list those items that are being requested for reimbursement.

Fill out the below chart in its entirety to be eligible for matching event funding from the city. First row is an example only.

Applicants requesting City funding must use the funds for one or more of the following items:

- Traditional, **print** advertising
- **Digital** advertising
- **Social Media** advertising
- **Direct mail**

**Marketing Plan Information and Budget Information**

Example:

<b>Item</b>	<b>Demographics</b>	<b>Market</b>	<b>Timing</b>	<b>Type</b>	<b>Cost</b>
Afar Magazine	Adults 35-53	National	Jan. 2017	Print	\$32,000

Item	Demographics	Market	Timing	Type	Cost
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____	_____

**TOTAL MARKETING COST** \_\_\_\_\_

**Total Estimated Event Revenue \_\_\_\_\_ and Expense Budget: \_\_\_\_\_**

**Requested Funding Amount: \_\_\_\_\_**

To verify that "Total" does not exceed the Tier Level allowed check box \_\_\_\_\_

To verify that "Matching Amount" does not exceed the Tier Level allowed check box \_\_\_\_\_

Seasonal Event - Event taking place May through December -- check box if applicable \_\_\_\_\_ +10%\*

\*If eligible, please list what the additional amount (10% of total) will be spent on.

**SECTION IV. FIRST-TIME/DEVELOPING EVENT (1 TO 3 YEARS) ONLY**

Please submit a three-year business plan for the event, including a marketing plan and proposed collateral material.

**SECTION V. SUBMISSION INFO**

**Submitted by:**

**Name:** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Date:** \_\_\_\_\_