

City of Scottsdale
Matching Event Advertising Funding Program
Application

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.

Qualifications: All qualifications must be met in order to be eligible for funding.

- Must spend marketing dollars outside of Maricopa County to promote the event and enhance Scottsdale's attractiveness as a tourist destination.
- Supports at least one tourism driver: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 2,000.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding application is received a minimum of 90 days prior to start of event.
- Has obtained all necessary city and governmental permits.
- Open to the general public.

Ineligibility: The following types of events are not eligible for funding:

- Conferences, corporate meetings, symposiums or trade shows
- Events (or events attached to other events) that receive funding support from other bed tax programs
- Events not lasting a minimum of 6 hours
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers
- Neighborhood block parties
- Static exhibits
- The funds cannot be used for public relations agency fees

Questions, Application and Approval Process

- Applications:
 - Read application document entirely. Only apply if event meets qualifications.
 - Fill out application. Incomplete submissions will not be accepted.
 - Submit application via mail or email to City of Scottsdale Tourism & Events Department
- Approval:
 - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.
 - Recommendations are approved by the Tourism Development Commission.
- Questions and Applications should be submitted to:
City of Scottsdale Tourism & Events Department

Attention: Holli Shannon HShannon@scottsdaleaz.gov
480-312-7177

Funding Criteria:

Events can be funded up to \$30,000 with extensive promotion of the event outside of Maricopa County.

Funds Disbursed:

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

Approved Use of Funds

- Traditional advertising (print, television, out-of-home, radio)
 - Digital advertising
 - Social Media advertising
 - Direct mail
- The funds cannot be used for public relations agency fees or talent appearing at the event.

Responsibility of Event Producer:

- Comply with all City of Scottsdale application, permit, insurance and approval requirements and processes for special events
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- 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.

The marketing and other benefits associated with this request for funding must provide the City direct consideration substantially equal to the city's proposed expenditure.

Event producing organizations must be registered with the Arizona Corporation Commission before executing a contract with the City for funding.

MATCHING EVENT ADVERTISING FUNDING APPLICATION

APPLICANT INFORMATION

Application Date:

Organization Name:

Legal Description (LLC, etc.)

Business Address:

City:

State:

Zip Code:

Event Contact:

Phone:

Cell Phone:

Email:

Event Producer Qualifications:

EVENT INFORMATION

Event Name:

Event Website:

Event Date(s):

Event Times(s):

Years in Scottsdale:

Event Address:

City:

State:

Zip Code:

Admission Cost:

Projected Attendance:

Attendance tracking method:

Expense Budget (includes marketing):

Estimated Revenue:

Marketing Budget:

Requested Funding Amount:

Brief description of event

Number of measurable room nights:

Source of room night data (Room Blocks, Survey, Room Pickup Reports, etc.):

MATCHING EVENT ADVERTISING FUNDING APPLICATION

If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to last three years).

Year	Amount

FUNDING REQUEST

The City’s Tourism Development Commission has developed the Approved Uses, listed below, for any funds that are granted. Events must use City funds for advertising outside Maricopa County.

- A. Traditional advertising (print, television, out-of-home, radio)
- B. Digital advertising
- C. Social Media advertising
- D. Direct mail

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.

City of Scottsdale cannot be the full funding source for an event. The contract requires that the producer perform other activities with no reimbursement from the City to conduct the event as promised to the City. Details about fully reimbursable activity are in the Event Agreement and should be reviewed carefully.

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. Here is an example:

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

MARKETING PLAN AND BUDGET INFORMATION

<u>Item:</u>	<u>Demographics:</u>	<u>Market:</u>	<u>Timing:</u>	<u>Type:</u>	<u>Cost:</u>
Total Cost:					

MATCHING EVENT ADVERTISING FUNDING APPLICATION

Describe how the event will contribute to Experience Scottsdale's branding efforts as well as provide exposure nationally, internationally and/or outside Maricopa County for Scottsdale's attractiveness as a destination to our target visitor:

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:

Date:

Name