

As the official tourism marketing organization for the City of Elk Grove, CA, Explore Elk Grove's mission is to create and deliver value to its stakeholders including visitors, the tourism industry, the community and local government. Our vision is to elevate the assets we have, uncover opportunities that drive economic impact, and enhance the quality of life for our community and visitors alike.

As such we take pride in marketing Elk Grove as a conference, meeting, special event, festival, and sports destination, thus enhancing the quality of life in Elk Grove through tourism.

Events considered for booking incentives include but are not limited to festivals, special events, meetings, and sporting events. These events must be planned, presented, and played in Elk Grove or in close proximity with confirmed room blocks in Elk Grove. When awarding incentives, the Explore Elk Grove Board of Directors places emphasis on economic impact, confirmed room nights, media/ TV coverage and overall economic impact.

The following criteria must be met to qualify for any incentive (both financial and in-kind):

1. Housing listed and/or promoted for the event must be located within Elk Grove.
2. Event must show proof of insurance with a minimum of \$1,000,000 in coverage for said event and naming Explore Elk Grove as additional insured.
3. Hotel room nights must be confirmed with the return of:
  - Room Forms
  - Explore Elk Grove Official Housing Room
4. Recognition of Explore Elk Grove must be included where appropriate on all printed material, the organization's website with reciprocal link, official program and referred to in all public relations activities for the event.
5. Booking incentive application must be completed and returned to Explore Elk Grove no later than three (3) months prior to the event start date. All financial grants will be awarded after the event and upon confirmation of economic impact, room nights, media coverage earned, and sponsorship opportunities to Explore Elk Grove that have been fulfilled. Funding will not be awarded until a W-9 has been completed, signed and is on file in the Explore Elk Grove office.

Name of event

Event start date

Event end date

Contact

Address

City

State

Zip

Daytime phone

Cell Phone

E-mail address

Website

## **EVENT SUMMARY**

Event description (special, national, regional, adult, collegiate, youth, etc.)

Host organization

Organization description (include date organization was established)

Location

Admission

Scheduled times

Type of event (annual, championship, qualifier, etc.)

Age of participants

Governing body affiliated with event

Regional Qualifier Yes

No

**OTHER**

Non-profit organization                      Yes                      No

Tax ID or SSN no.

Liability insurance                      Yes                      No

Name of carrier

Has venue/facility been secured                      Yes                      No

Facility(s)

Facility contact name

Contact phone

***LODGING If funding is provided to the event by Explore Elk Grove, event planner must only promote accommodations in Elk Grove lodging district. If room night demand exceeds availability, exceptions will be made.***

Anticipated number of attendees ParticipantsSpectators

Have you contacted area lodging?YesNo

If yes, which lodging

Can the Explore Elk Grove sales department assist in securing lodging? Yes No

Number of room nights no. of roomsno. of nightstotal room nights

Please attached room night history of the event or provide below.

Date Hotel and contact nameRoom nights (#rooms x #nights)

**Please attach prior year Economic Impact Report.**

## **FUNDING**

Amount of funding requested \$

Intended use of funds

Have you received a booking incentive from Explore Elk Grove in the past? Yes No If yes,  
include amount, name of event, and year received:

Community support and other sources of funding:

Please list any city, county or other cash contributions from public entities for this  
event (include amount and source)

Please outline any in-kind support from the community that has been committed for  
this event (donated, facilities, volunteer/staff support, city/county services, etc.)

## **MARKETING**

Are you partnered with any businesses for this event? YesNo

Are you soliciting businesses for any of the following (check all that apply)  
SponsorshipProgram AdvertisingSignageOther

What is the overall event plan (include schedules, competition specifics, special events)

What plans have been made for promotion/marketing of the event

Is there media coverageYesNo

If yes LocalRegionalNational

What type of coverageTVSocialOther

Where

**EVENT HISTORY**

Previous event dates

Previous event organizer

Name

Phone

E-mail

**SPONSOR BENEFITS**

Explore Elk Grove requests representation at each event through signage, bag inclusion, tables, etc. Sponsorship opportunities during your event for Explore Elk Grove are available through:

Media Social At Event Other

Authorized signature of applicant

Date

Title

Please attach W-9 along with completed application and submit to [aaryn@exploreelkgrove.com](mailto:aaryn@exploreelkgrove.com). If you have any questions please contact Aaryn Val, Executive Director at 916-512-8211. All grants are reviewed, and approved prior to the event, but are awarded on a performance basis. Grant approval, and grant funding may not equal the same amount. Grant funding will be awarded once event is complete, room night forms have been returned, and W-9 form is on file.

Initial