



## SLO Happenings Event Promotion

### Marketing Sponsorship

The City of San Luis Obispo’s [Tourism Business Improvement District \(TBID\)](#) provides funding opportunities to professional events by establishing a competitive application and funding process. The SLO Happenings Event Promotion Sponsorships objective is to achieve overnight stays, impact the seasonality of overnight stays, market to new out-of-area visitors, and achieve positive economic outcomes within the City of San Luis Obispo and San Luis Obispo TBID lodging properties. Funding can be applied to events for the arts, music, sporting, food & beverage, cultural and/or recreational events.

Applications are accepted throughout the year and are considered by the SLO TBID Marketing Committee on a quarterly basis. Applications will be reviewed during the last month of each quarter’s regular marketing committee meeting and recommended to the TBID Board for funding if applicable. Sponsorships are awarded in accordance with the criteria described herein and at the discretion of the marketing committee.

1. Purpose of Funds. SLO Happenings Event Promotion Marketing Sponsorship funds are to be used for the out-of-area advertising and marketing of the event with a focus on overnight stays in the City of San Luis Obispo.
2. Applicant Eligibility. For profit and non-profit events in good standing can apply each year for funding. Final reporting and event history will be considered in funding recommendations and during each application review. Events that are currently TBIDSLO Happenings Event Promotion Lodging Sponsorships funds are eligible to apply.

Events that are currently receiving funding from the City of San Luis Obispo’s Promotional Coordinating Committee Cultural Grants-In-Aid (PCC GIA) are not eligible to apply for this sponsorship program.

3. Marketing Sponsorship Amounts. Sponsorships are available for promotional marketing in the amount of up to \$10,000 per application. Funded event amounts will be directly correlated to the event application’s total net score, the current available budget and committee discretion.

TOTAL NET SCORE	SPONSORSHIP AMOUNT
4.6 - 5.0	\$10,000
4.0 - 4.5	\$8,750
3.6 - 3.9	\$7,500
3.0 - 3.5	\$6,250
2.6 - 2.9	\$5,000
2.0 - 2.5	\$3,750
1.6 - 1.9	\$2,500
1.0 - 1.5	\$1,250
0.0 - 0.9	\$ -

4. Application Scoring Criteria. Event application will be scored against six weighted categories of criteria to create a total net score for funding recommendation. Scoring criteria can be found below:

Event Dates (25%) Preferential consideration will be given to events held during off-peak season (October – May) and to those incorporating mid-week (Sunday – Thursday) overnight hotel stays within San Luis Obispo TBID properties.

Overnight Stays (20%) Preferential consideration will be given to events that increase overnight stays in San Luis Obispo TBID lodging properties. Please use the below formula to assist in projections:

$$\text{Total \# Room Nights} = \frac{((\text{Total \# of Event Attendees} \times \% \text{ of Out-of-Area Event Attendees}) \times \underline{\quad\quad\quad})}{2}$$

**Event Attendees (20%)** Preferential consideration will be given to events whose primary attendee lives outside of San Luis Obispo County.

**Event History (20%)** Preferential consideration will be given to events and event organizers with a successful track record of generating positive economic outcomes and overnight stays through references and final event reporting.

**Promotional Plan (10%)** Preferential consideration will be given to events clearly illustrating how, where, and when the event will be promoted through an Event Promotional Plan.

**Economic Impact (5%)** Preferential consideration will be given to events that create a higher positive economic impact for the City of San Luis Obispo businesses and community.

5. **Application Deadlines & Requirements.** Applications may be received **no later than 90 days prior to the start of the event**. The application deadline is the 15<sup>th</sup> day of the month prior to the last marketing committee meeting of the quarter. All applications and supporting material must be submitted electronically to [events@VisitSLO.com](mailto:events@VisitSLO.com). Incomplete applications will not be accepted.

**2019-20 Application Timelines:**

Q1 Application Deadline:	August 15, 2019
Q1 Marketing Committee Application Review:	September 4, 2019
Q1 TBID Board Funding Recommendations:	September 11, 2019
Q2 Application Deadline:	November 15, 2019
Q2 Marketing Committee Application Review:	December 4, 2019
Q2 TBID Board Funding Recommendations:	December 11, 2019
Q3 Application Deadline:	February 15, 2020
Q3 Marketing Committee Application Review:	March 4, 2020
Q3 TBID Board Funding Recommendations:	March 11, 2020
Q4 Application Deadline:	May 15, 2020
Q4 Marketing Committee Application Review:	June 3, 2020
Q4 TBID Board Funding Recommendations:	June 10, 2020

6. **Application Disposition.** Applications may be 1) Accepted, 2) Accepted With Changes, or 3) Rejected by the TBID Marketing Committee. If Accepted With Changes, applicant must demonstrate to the committee that required changes have been accepted and successfully incorporated into the event plan prior to funding recommendation to the TBID Board.
7. **Disbursement of Funds.** If Accepted or Accepted With Changes and the recommendation is passed by the TBID Board, the approved marketing sponsorship will be disbursed via check within 60 days of receiving the signed contract and invoice.
8. **Resubmittals.** Applications returned as Incomplete or otherwise Rejected by the TBID Marketing Committee may be updated and resubmitted for the following quarterly application review and within the timing requirements shown herein.
9. **Final Reporting Requirements.** If approved for funding, a final report including an administrator's report, statistical survey, financial report, recognition, and proof of funding must be turned in within 90 days of funded event. Final report must be received and approved prior to submitting any additional applications.

10. Minimum Requirements. If approved for funding, event organizer will be held responsible to fulfill the signed contract, final event reporting, repayment of unused or incorrectly used sponsorship funds, and obtaining all necessary permits for event use.
11. Event Applicant Resources. Please review the City of SLO [Tourism Business Improvement District](#) Mission, Values, Marketing Plan and Strategic Plan as well as the TBID's website [VisitSLO.com](#) before applying.
12. Board Discretion. This application does not commit the TBID to award any sponsorship or to pay any costs incurred in the preparation of this application or to procure or contract for services or supplies. The Tourism Business Improvement District reserves the right to accept or reject any or all applications received, to fund on a line item basis, to negotiate with all qualified applicants, or to cancel in part or in its entirety this application, if it is in the best interest of the City to do so. Sponsorships for event funding are made available at The City of San Luis Obispo TBID's discretion.
13. How to Apply. The application must be submitted in the following manner:
  - **One completed digital application sent to [events@VisitSLO.com](mailto:events@VisitSLO.com)**
  - **Five completed and printed paper applications (excluding cover page instructions) sent to the below address:**
    - City of San Luis Obispo
    - Attention: Tourism Coordinator
    - 990 Palm Street
    - San Luis Obispo, CA 93401
  - your event's completed promotional plan
  - your event's previous year financial statement or budget details for a start-up event
  - a listing of all officers and/or staff
  - tax exempt certification/ or business license in the City of SLO (City of SLO business license must be obtained if funds are awarded)
  - signed statement of limitations and payment disbursement (Attachment 4)

It is important that your application **provide all the requested information**. Clear, concise and original applications are best.

TBID Marketing Committee meetings are held on the first Wednesday of each month at 10:30 a.m. in City Hall's Council Hearing Room, 990 Palm Street, San Luis Obispo unless otherwise posted. Requests to present your event application to the Marketing Committee and questions can be sent to the City's Tourism Coordinator Chantal Burns at [cburns@slocity.org](mailto:cburns@slocity.org)

**SLO Happenings Event Promotion Sponsorship**

**2019-2020 APPLICATION**

EVENT NAME: \_\_\_\_\_

EVENT DATE(S): \_\_\_\_\_

EVENT VENUE LOCATION: \_\_\_\_\_

EVENT WEBSITE URL: \_\_\_\_\_

EVENT ORGANIZATION: \_\_\_\_\_

\_\_\_NON-PROFIT \_\_\_FOR-PROFIT PHONE NUMBER: \_\_\_\_\_

ORGANIZATION’S WEBSITE URL: \_\_\_\_\_

ORGANIZATION MAILING ADDRESS: \_\_\_\_\_

POINT OF CONTACT & POSITION/TITLE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT: \_\_\_SAME \_\_\_DIFFERENT

\*Please add application writer’s contact information here if different:

\_\_\_\_\_

FOR INTERNAL USE ONLY

Application Date:	Application Status:
Committee Review Date:	Total Net Score:
Estimated # of Room Nights:	
Committee Notes:	

## **EVENT QUESTIONS**

1. Event Description:
  
  
  
  
  
  
  
  
  
  
2. Describe how you track your event success and attendees (ticket sales, actual event attendance, attendee demographics, survey of event satisfaction, etc.)
  
  
  
  
  
  
  
  
  
  
3. Describe your event's target audience (including but not limited to age, interests, area of residence, household income, families/couples, etc.)
  
  
  
  
  
  
  
  
  
  
4. Historical event attendance (n/a if first time or startup event. An annual event with a new series, speaker, team, musician or show does not constitute as a new event)
  
  
  
  
  
  
  
  
  
  
5. Historical percentage of in-county versus out-of-area event attendees (must equal 100%)
  - a. \_\_\_% of Local/In-County Event Attendees
  - b. \_\_\_% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)
  - c. \_\_\_ n/a of New startup event
  
  
  
  
  
  
  
6. Expected total number of event attendees:

7. Expected percentages of in-county and out-of-area event attendees
  - a. \_\_\_% of Local/In-County Event Attendees
  - b. \_\_\_% of Out-of-Area Event Attendees (Resides 50+ miles outside of SLO)
  
8. Provide information on event ticketing (ticket requirement, price range, ticket platform used, etc.)
  
  
9. Have you requested funding from other organizations/entities: \_\_\_Yes \_\_\_No
  - a. If yes, please provide the names of these organizations and funding entities:
  
10. What are you willing to offer the City and TBID members in exchange for the sponsorship funds for your event. SELECT ALL That APPLY
  - Exclusive lodging partnership
  - Promotion for event attendees tied to SLO lodging
  - Complimentary tickets for additional promotional use
  - Other:
  
11. Please provide any additional information on what sets your event apart from others taking place in San Luis Obispo:
  
  
  
  
  
  
  
  
  
  
  
12. **PROMOTIONAL PLAN** –Please provide a promotional plan containing a detailed strategy outlining your event’s media plan and budget plan (please attached additional pages if needed):
  - 1) Media Plan. Out-of-area advertising/marketing sponsorship of the event including where, when, and how often advertisements will be placed. It is strongly encouraged to include specific details on media placement (print, radio, tv, out of home media, social media, programmatic advertising, etc.) sources, projected reach, engagement and ROI of media tools. As a reminder, marketing sponsorship funding can only be used towards out-of-area marketing to promote event and overnight stays within the City of San Luis Obispo.

Must be included in media plan, but not limited to:

- Media outlet
- Target audience
- Media placement
- Media timing
- Media cost
- TBID Stay in SLO Messaging

*Example Event Media Plan:*

Media Type	Target Audience	Media Placement	Media Timing	Media Message	Media Cost
Print	Bay Area	SF Chronicle	½ Page ad 3 times in April	Promotion offered to stay in SLO event guests	\$1,000
Social	Seattle	Facebook Boosted Posts	20 Boosted posts in May	Fly, sip, stay message	\$750
Paid Promotion	Los Angeles	Uber Business	Up to 50 rides	Book a SLO Hotel & receive a ride credit to and from event	\$500

2) Event Budget. Please provide a detailed event budget listing all available support and income sources. Budgeted marketing dollars should be included within your event budget.

*Example Event Budget Plan:*

Item	Income Source	Budgeted Item	Estimated Amount
			\$

**COMMUNITY PROMOTIONS PROGRAM**  
**STATEMENT OF LIMITATIONS AND PAYMENT DISBURSEMENT**

Please read the following document and sign to indicate that you have read and understand it.

Limitations:

This application does not commit the sponsor to award sponsorship or to pay any costs incurred in the preparation of this application or to procure or contract for services or supplies. The City reserves the right to accept or reject any or all applications received, to fund on a line item basis, to negotiate with all qualified applicants, or to cancel in part or in its entirety this program, if it is in the best interest of the City to do so.

Payment of Funds:

All duties, obligations, and disbursements of funds are shall be governed by the provisions of the agreement between the City and the applicant receiving funds.

- An applicant that is awarded funds shall enter into a contractual agreement with the City of San Luis Obispo for stated program during the current grant period.
  
- The payment schedule will be stated in the contractual agreement.
  
- The contracting agency will agree to provide reports in such form and detail as may be required by the City and the TBID to monitor contract performance prior to payment for programs.
  
- The contracting agency will provide the City with an annual audit by an independent auditor to be approved by the City, if the City should so request.
  
- Should the funds not be used in the manner specified within the contract, the organization will be required to return the funds to the City of San Luis Obispo,

(Sample copies of standard City contract forms can be provided by the Tourism Coordinator upon request.)

I, \_\_\_\_\_, (printed or typed name of authorized applicant organization representative), have read the above statement and fully understand its contents and implications. I further attest that all the information contained in this application is accurate to the best of my knowledge.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_

Applicant Organization \_\_\_\_\_