



Dear Event Organizers:

This is an introduction letter to the 2012 Special Event Funding (SEF) application. Please print out this letter, read it and refer to it when submitting your application for funding. The deadline for SEF applications is **Wednesday, December 28, 2011**.

What and Why?

Special Event Funding (SEF) is budgeted by the City of Steamboat Springs to seed new 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 four primary factors: **tourism potential, long-range opportunity for growth, media appeal, promotion of our Olympic and Western heritage** and the **event organizer's experience**. Additional factors will contribute to the committee's allocation decisions including but not limited to the **event date**, an event's measure as a **satisfier versus motivator** and other **similar events in the region**.

When?

The committee will start meeting to review applications in January. We plan to schedule funding presentations towards the end of January to early February. My goal is to have all our decisions made by the end of February.

For those that have been through this process before you will find that the application process is similar to past years. *Please be sure to read the entire application carefully and provide all the requested materials.*

IMPORTANT

It is important to note that Special Event Funding dollars are to be used to market your event. These funds are reimbursed after a final report is received after your event has taken place. Please be sure to read the Marketing Requirements because we can only reimburse for dollars spent for **marketing** purposes.

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. Program Detail (how it will be implemented and where)
 3. Community Benefit and Impact
 4. Target Market
 5. Expected Demographics (who is your target audience)
 6. Outcome
- _____ Detailed profit and loss spreadsheet
- _____ Signed copy of the 2012 Special Event Funding Requirements
- _____ Advertising/Marketing Plan (How will people learn about your event? This **must** be included with your application)

We look forward to receiving your application. Please return your completed application to:
Steamboat Springs Chamber Resort Association, Attn: Sarah Leonard, P.O. Box 774408, Steamboat Springs, CO 80477.

Sincerely,

Sarah Leonard, Special Events & Sponsorship Director
970-875-7006



SPECIAL EVENT FUNDING (SEF) POLICIES & REQUIREMENTS

1. Special Event Funds must be used for **marketing** your event. Questions regarding proper use of funding should be directed to Sarah Leonard, Special Events Director at the Chamber.
2. **The following items are acceptable marketing expenses:** Brochures, flyers, rack cards, posters, print, radio or web advertising, etc. Reimbursement will NOT be authorized for event T-shirts, programs, tickets, or awards which are considered a post-event promotion item. If you have a question as to whether something is eligible for reimbursement, please contact Sarah Leonard.
3. **ALL MARKETING MESSAGES MUST INCLUDE:**
 - For all out-of-town advertising:**
 - A. The web site: **steamboatsummer.com**
 - B. Reservation number: 877-286-2628For example: "Visit steamboatsummer.com for complete vacation packages and information or call 877-286-2628"
 - All local advertising must include:**
 - A. The message: "Sponsored in part by the Steamboat Springs Chamber Resort Association"
 - Accepted radio verbiage is for all radio ads is:** "...sponsored in part by Steamboat in the Summertime"
 - Additional requirements at your events:**
 - A. On-site announcer acknowledgements
 - B. Banner placement (the Chamber will provide a banner)
4. The Steamboat Springs Chamber Resort Association reserves the right to see a current marketing plan before any advertising is placed.
5. We recommend utilizing local businesses and members of the Steamboat Springs Chamber Resort Association whenever possible. To view a list of members by business category visit www.steamboatchamber.com
6. All events with entertainment must provide names, contact information and signed copies of all contracts with entertainers. Applications **will not** be approved and funds will not be given without copies of these contracts.
7. A final report regarding the event will be required. Final reports must be completed and submitted to the Chamber within **30 days** after the 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 non-ski season special event funding.
8. 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, press releases, 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: _____



ADDITIONAL EVENT INFORMATION

Has this event previously received Special Event Funds? Yes _____ No _____

If Yes, in what year(s) _____

What is the audience/client percentage: Local _____% Visitor _____%

How many years as the main event director been directing this event? _____

How many years has the main event director directed similar events? _____

Please describe other event organization experience: _____

Please check all of the following elements included in your development/marketing plan.
Please include anticipated/requested amount and if the finances are pending or confirmed.

_____ Sponsorships (total dollars) _____ Anticipated/
Requested \$ _____ Pending ___ Confirmed ___

_____ Other Public funds (what & how much) _____ Anticipated/
Requested \$ _____ Pending ___ Confirmed ___

_____ Other funding _____ Anticipated/
Requested \$ _____ Pending ___ Confirmed ___

PLEASE READ CAREFULLY & 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. You will be contacted by email with your presentation date and time in January for presentations in early February.

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 polices 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.

Event Chairperson: _____

Date: _____