



**Jackson Hole Travel and Tourism Board
2017-2018 EVENT SPONSORSHIP
APPLICATION**

**Please limit to 8 pages, (12 pt. font
min.), Please include budget and
Executive Summary as separate
PDFs**

**YOUR APPLICATION WILL BE
DEEMED INELIGIBLE IF YOU
EXCEED PAGE LIMITATIONS**

ALL APPLICANTS MUST RESPOND TO ALL OF THE QUESTIONS IN THIS SECTION.

SELECT CATEGORY FOR WHICH YOU ARE APPLYING

You are required to select only one category.

- Category #1: Community Character Program**
- Category #2: Sports Events Program, (Including Youth)**
- Category #3: Major Events/ Festivals/ Coordinated Events Program**
- Category #4: Legacy Events**

NAME OF EVENT

PROPOSED DATE(S)

AMOUNT OF CASH FUNDING REQUESTED

PRODUCING ENTITY:

1. President or Executive Director's Name
2. Name and Title of Person Completing the Application
3. Business Address: Please include the physical address as well as the mailing address.
4. Contact Info:
 - Telephone: Main/Cell/Fax
 - E-Mail Address
5. Organizations Board of Directors and Officers
6. Event and/or Organization WEBSITE
7. Number of years your organization has been in business
8. Mission Statement
9. Organization's tax status: For Profit or Non-Profit*/Not-for-Profit*
 - Non-Profit (501C-3), or Not-for-Profit (501C-6) organizations, please attach current tax identification letter
 - Does the Event benefit a charity? If yes, please name the beneficiary.

EVENT DESCRIPTION:

1. Brief description of the event and its activities
2. Where will the event be located in Teton County?

3. Will additional in-kind services be required from the Town of Jackson or Teton County, Wyoming? If yes, please explain, including a description of anticipated impacts on services: i.e. bus service, parking, traffic control, street closures, police services, etc. (The event promoter will be charged for all labor, materials and equipment unless such services are specifically exempted and approved as part of the Special Event Permit.)
4. Describe the location(s) of the event in previous years and the number of years it has been produced.
5. People:
 - Number of participants (athletes, artists, exhibitors, etc.) anticipated
 - Number of volunteers needed
 - Number of event staff
 - Total Number of spectators/attendees anticipated and your rationale for these estimates:
 - o % Local
 - o % In-state (non-local)
 - o % Out of State
6. Brief description of potential benefits to Jackson Hole, including an estimated # of incremental room nights and increased spending generated
7. What economic benefits should Jackson Hole expect?
8. What other benefits should Jackson Hole expect?

CATEGORY-SPECIFIC QUESTIONS

Please reply only to the questions shown below which are specific for the category you have selected above. Brief, succinct answers will be appreciated.

Category #1: Community Character Program

#1-A: Does this event express the heritage of Teton County, including cultural traditions, history and/or distinctive character? If YES, please explain how this event expresses Teton County's heritage and why this event is important in this context.

#1-B: How does this event contribute to Teton County's distinctive character and appeal to visitors?

#1-C: How does this event encourage authentic and meaningful interaction between visitors and residents?

Category #2: Sports Events Program, (Including Youth)

#2-A: Please explain if this is a recurring annual event or a one-time –only event.

#2-B: Please explain why your organization is the appropriate entity to sponsor and develop this event.

#2-C: Please describe the potential you see for long-term growth of this event. Please explain why you believe this vision is realistic and achievable.

Category #3: Major Events, Festivals and Coordinated Events Program

#3-A: Please describe the potential you see for long-term growth of this event. Please explain why this vision is realistic and achievable. Please discuss examples from other similar communities and provide an analysis of other similar events in other communities and this event's ability to compete for recognition and visitor appeal.

#3-B: Please explain who will be responsible for managing the coordination of this event with the Special Events Coordinator. Please provide a one-paragraph summary of this individual's experience and qualifications regarding special event production.

#3-C: Please describe any efforts you have made, or plan to make, to coordinate your event with other events in the same time period.

Category #4: Legacy Events Program

#4-A: Please explain how this event fulfilled the “legacy” event definition in that your event is central to the Jackson Hole Brand

#4-B: Please describe the make-up of your event attendees, including volunteers.

#4-C: Please explain why this event is important to the overall Jackson experience and how it fits with the character of Jackson.

#4-D: How does your event distinguish Jackson from other mountain resort communities?

BUDGET and BUDGET NOTES: (please attach the budget as separate PDF)

Please attach a complete and detailed event budget, including anticipated revenues and expenses. In BUDGET NOTES, please explain any line item that is not self-explanatory and address the following questions:

1. **What % of the total event budget is the JHTTB being asked to fund?**
2. Describe briefly how you will use the funds that you are requesting from the JHTTB.
3. Should the JHTTB decide not to support this event, will it still occur?
4. What is the \$ amount of sponsorships from other sources reflected in the event budget?
5. What % of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.)
6. Do you anticipate requesting funding from the JHTTB next year?

Please note these important limitations: Awarded funds should be directed toward marketing expenses and/or promotional items that will strengthen the tourism value of the event. Payroll for marketing as it directly relates to the event can be reimbursed only if the person’s time is itemized and accountable to the specific event for which funds are awarded. Lodging Tax funds cannot be used to reimburse for any capital expenses or any other production expenses.

Some examples for ways to utilize the grant funding are the following: Print or digital advertising, graphic design, promotional brochures, purse to encourage out of town competitors, shirts or other branded material, and/or wages for PR/Marketing/Social Media time. If you have ANY questions about what can be funded, please contact Maureen Murphy at mo@jacksonholechamber.com

ADDITIONAL REQUIRED Information:

1. Explanation of how you will direct prospective attendees to book lodging in Jackson Hole and a description of how you will track the number of lodging nights generated
2. Summary of Marketing plan and explanation of potential for sponsorships and media exposure (maximum 2 pages).
3. Past or projected demographics of event attendees and spending and explain source of data.

No additional information will be accepted or reviewed.

Applications must be received no later than **5:00 p.m. on Friday February 24, 2017**. No applications received after the deadline will be considered. A complete application must be submitted by the deadline in order to be considered. Events that will occur between September

2017 and March of 2018 will be notified of awarded funds following the **May board meeting (per approval of the budget per the Joint Powers Board)**. Events that will occur between April and June will be notified of awarded funds after the **October board meeting**.

The Attorney General for the State of Wyoming has recently issued an opinion that may affect future event funding. We still encourage applying for event funding while we work to make adjustments to our process.

**PLEASE SUBMIT YOUR APPLICATION ELECTRONICALLY IN PDF FORMAT INCLUDING THE
REQUIRED ATTACHMENTS TO:**

**Maureen Murphy at mo@jacksonholechamber.com
Please label PDF as follows: Event name- JHTTB- FY'17-18**

