



SPONSORSHIP REQUEST POLICY

PURPOSE

The Woodlands Convention and Visitor Bureau doing business as Visit The Woodlands is authorized to sponsor community activities and events in and around The Woodlands for the purposes of increasing tourism and visitors by generating overnight hotel room nights at properties within The Woodlands. In doing so, Visit The Woodlands will, at its sole and absolute discretion, determine which events it will sponsor and at which sponsorship level it will participate. To ensure that your activity/event meets Visit The Woodlands sponsorship objectives, the following guidelines have been adopted by the Visit The Woodlands Board of Directors regarding sponsorship requests. The Sponsorship Request Policy and the attached Sponsorship Request Application, both of which may be amended periodically at the sole discretion of Visit The Woodlands, outline the criteria by which Visit The Woodlands will evaluate sponsorship requests.

EVALUATION OF SPONSORSHIP REQUESTS

Factors Visit The Woodlands may consider in evaluating a sponsorship request include, but are not limited to:

Location of Event

The event must take place in or in close proximity to The Woodlands or will serve to promote travel and tourism to The Woodlands

Date of the Event and of the Request

The sponsorship request application must be submitted to Visit The Woodlands at least One Hundred and Twenty (120) days prior to the proposed event.

Amount of Sponsorship Request

The ability of Visit The Woodlands to sponsor an event and/or the amount of paid sponsorship may be limited to certain Visit The Woodlands budgetary constraints or limitations.

Evaluation of Applicant and Previous Events

Visit The Woodlands will evaluate the applicant, including without limitation the financial stability of the applicant, as well as previous events conducted by the applicant.

Economic Impact of Event

Visit The Woodlands will evaluate the projected economic impact of the event on The Woodlands. This is done using both hotel room history provided by applicant and TWCVB staff confirming with the event's hotel partners.

Quality and Content of Application and Materials Submitted

Sponsorship Request Application and additional materials provided by applicant or requested by Visit The Woodlands must be complete, accurate and submitted in a timely manner.

Inclusion of Visit The Woodlands Logo, Name and Recognition of Visit The Woodlands as a sponsor at the event and in promotion of the event:

Visit The Woodlands' logo and/or name may be utilized with **advanced approval** by Visit The Woodlands staff and in conjunction with any promotion of the event. Printed materials and public notices displaying contributors, sponsors or donations must acknowledge the support of Visit The Woodlands, and Visit The Woodlands will be publically recognized as a sponsor at the event where appropriate.

Visit The Woodlands' logo, name and website should be clearly displayed on the event website and should link to Visit The Woodlands' website or direct link to hotel booking page.

Sponsor should work directly with the Convention Development Manager for Visit The Woodlands in order to set up room blocks with hotel(s) in The Woodlands for your event. Josie Lewis, Convention Development Manager:
josie.lewis@visitthewoodlands.com

Post Event Follow-Up Survey/Summary Report

Should your sponsorship request be approved, a follow-up Event Summary Report, evaluating the outcome and success of the event, must be submitted within Sixty (60) days following the event. Future consideration of funding requests will depend largely on the timely submission and evaluation of the follow-up survey.

PROCEDURE

Visit The Woodlands staff will work with event organizers during the Sponsorship Request Application process by assisting with the following:

- Ensuring that submitted applications are timely review by Visit The Woodlands.
- Notifying applicant of approval status.
- Administering funding upon approval.
- Following up with the organization to assist organizer in preparing Event Summary Report is submitted in a timely manner.



Sponsorship Request Application

VISIT THE WOODLANDS is pleased to provide sponsorship funds for events that increase tourism and visitors to and promote The Woodlands, Texas. If your Sponsorship Request is approved, you will be required to complete an Event Summary Report within Sixty (60) days after your event has taken place. In addition to hotel room pick-up information, the follow-up survey will assist Visit The Woodlands in determining the success/effectiveness of the event and whether or not future sponsorship funds should be granted if requested.

All Sponsorship Request Applications must be submitted at least One Hundred and Twenty (120) days before the proposed event or activity for which the sponsorship is sought.

All applications must be completed as described. Incomplete applications may result in funding being denied. Any blank line containing no answer should be filled in as "N/A" or "None"

Please complete a separate Application for each sponsorship request.

Please submit the additional requested documentation along with this application

Date of Application _____

APPLICANT INFORMATION

Organization Name _____

Organization Type

- Non-Profit Organization
- For Profit Organization (Corporation, Limited Liability Company, Limited Partnership)
- Civic/Governmental Organization
- School/Educational Organization
- Other *If Other Explain* _____

Contact Person _____ Title _____

Telephone _____ Fax _____

Cell Phone _____ Email _____

Website _____

Organization Mailing Address _____

Visit The Woodlands requires a copy of the current Financial Statement for Organizations including Profit and Loss Statement and Balance Sheet. Attach to this this Application.

INSURANCE INFORMATION

Do you have liability insurance coverage for this event? Yes () No ()

Name of Insurance Agent _____

Name of Insurance Company _____

Phone Number _____

Please provide a copy of the certificate of insurance along with this Application.

EVENT INFORMATION

Date(s) of the Event _____

Event Name _____

Event Director _____

Place of Event _____

Summary of the Event _____

Admission Fee to Event (if any) \$ _____

Anticipated Number of Woodlands Residents at the Event _____

Anticipated Number of Non-Woodlands Residents at the Event _____
(75 mile radius outside of the Woodlands)

Describe how the event benefits The Woodlands community _____

Identify the event's target participants/attendees and the potential for economic return _____

Briefly describe how this event will benefit tourism to The Woodlands and how it is expected to contribute to overnight hotel room bookings within The Woodlands.

Summarize the marketing plan for the event _____

What type of promotional material will you utilize for the event? (Check all that apply)

- Posters
- Flyers/Brochures
- Invitations
- T-Shirt
- Emails/E-Blasts
- Event Website/Social Media *If so, web address* _____
- Other: _____
- Other: _____

Identify methods for tracking and measuring the attendance and success of this event (Examples include: conducting consumer surveys at event, tallying guest book entries, surveying telephone callers, ticket sales, gate or entry count, and using redeemable coupons in print and/or paid media) _____

Does the event have a host hotel? (Circle one) YES NO Need help booking

Hotel Name _____ Number of Rooms blocked: _____
Rate _____ Number of Nights: _____

EVENT BUDGET INFORMATION

Visit The Woodlands Sponsorship amount requested for event \$ _____

Event funds to be provided by Applicant \$ _____

Total Budget for the Event \$ _____

Have you or do you plan to request sponsorships from any other organizations (including, without limitation, The Woodlands Township or any other municipal or governmental entity) for this event?

Yes No

If yes, please fill in the following information:

Sponsor Name	Amount Requested	Sponsorship Confirmed?
_____	\$ _____	_____
_____	\$ _____	_____

_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____

Have you been granted sponsorship funds from Visit The Woodlands before? ()Yes ()No

*If yes, please fill in the following information for each previous
Visit The Woodlands Sponsorship:*

Date _____	Amount Granted \$ _____	Event _____
Date _____	Amount Granted \$ _____	Event _____
Date _____	Amount Granted \$ _____	Event _____

PREVIOUS EVENTS BY APPLICANT

Have you held this event (or a reasonably similar event) in the past: ()Yes ()No

If yes, please fill in the following information for three most recent events:

Date	Event	Location	# of Attendees	
			Woodlands/Non-Woodlands	
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Average dollar amount spent per person at most recent event \$ _____

Demographics of attendees at most recent event _____

Budget at most recent event \$ _____ Actual expenditures at most recent event \$ _____

Provide/attach room history as it relates to this event. Provided/Attached? () Yes () No

If No please explain why _____

If Visit The Woodlands Sponsorship is denied, will the event still take place? ()Yes ()No

If No please explain why _____

I hereby confirm that all information contained in and additional documents supplied for this application are true and complete as of the date of this application. I acknowledge that I am

authorized on behalf of the applicant organization to complete and submit this application and the additional documentation requested herein. I have read and understand Visit The Woodlands Sponsorship Request Policy and acknowledge that Visit The Woodlands may, at its sole discretion, amend the criteria and policy it utilizes to evaluate Sponsorship Requests.

Event Director's Signature

Date

Please return completed Application and Additional Documentation to:
Visit The Woodlands
Attn: Sponsorship Requests – Elizabeth Eddins, Assistant Director
2801 Technology Forest Boulevard
The Woodlands, Texas 77381

To be completed by VISIT THE WOODLANDS Staff

Date Application Received ____/____/20____ Reviewed by _____

Application Complete? ()Yes ()No

Required Additional Documents Provided? ()Yes ()No

If no, which documents missing? _____

Sponsorship Request ()Approved ()Denied

If approve, Amount? _____

Date Applicant advised of approval or denial? ____/____/20____

Additional Comments _____



Post Event Sponsorship Summary Report

Please complete the following Post Event Summary Report regarding the event/activity that was recently funded by Visit The Woodlands. The purpose of the report is to evaluate Visit The Woodlands' investment in your event and to ensure proper accountability for public funds.

THIS REPORT IS DUE WITHIN SIXTY (60) DAYS AFTER THE COMPLETION OF THE EVENT.

Date(s) of Event _____ Date of Report _____

Amount of Funding Requested from Visit The Woodlands \$_____

Amount of Funding Actually Granted by Visit The Woodlands \$_____

Name of Event: _____

Sponsoring Organization: _____

Contact Person: _____ Title _____

Telephone: _____ Fax: _____

Cell Phone: _____ Email: _____

Economic Impact

This Figure is:

Total Number Attendees _____ () Estimated () Actual

Number of Woodlands Attendees _____ () Estimated () Actual

Number of Non-Woodlands Attendees _____ () Estimated () Actual
(75 mile radius outside of the Woodlands)

Gross Revenue from Event \$_____ () Estimated () Actual

Net Profit from Event \$_____ () Estimated () Actual

Please attach event Profit and Loss Report

Number of Hotel Rooms Booked _____ () Estimated () Actual

Number of Nights Booked _____ () Estimated () Actual

Direct Economic Impact (Based on \$70/person/day visitor) \$ _____

Direct Economic Impact (Based on \$150/person/overnight visitor) \$ _____

Total Actual Event Budget \$ _____

Please attach copy actual event budget and expenditures.

How do you measure the above actual or estimated statics? _____

Please provide any available documentation to support these statistics.

How was this net income used from this event used? _____

Is your organization planning to request funding again next year from the Visit The Woodlands?
()Yes ()No

Is this event is held at other locations as well? ()Yes ()No

If yes, then please list other locations: _____

What was the biggest challenge to your organization during/before the event? _____

Which was the greatest source of assistance to your organization for this event? _____

What benefits did this event bring to The Woodlands? _____

I hereby confirm that all information contained in and any additional documents supplied for this report are true and complete as of the date of this report. I acknowledge that I am authorized on behalf of the applicant organization to complete and submit this report and the additional documentation requested herein. I have read and understand Visit The Woodlands Sponsorship Request Policy and acknowledge that Visit The Woodlands may, at its sole discretion, amend the criteria and policy it utilizes to evaluate Sponsorship Requests and Post Event Summary Reports.

Event Director's Signature

Date

Please return completed Application and Additional Documentation to:
Visit The Woodlands
Attn: Sponsorship Requests – Elizabeth Eddins, Assistant Director
2801 Technology Forest Boulevard
The Woodlands, Texas 77381