THE WOODLANDS
CONVENTION & VISITORS BUREAU

SPONSORSHIP REQUEST POLICY

PURPOSE

The Woodlands Convention and Visitors Bureau (TWCVB) is authorized to sponsor community activities and events in and around The Woodlands for the purposes of increasing tourism and visitors to and promoting The Woodlands. In doing so, TWCVB will, at its sole and absolute discretion, determine which events it will sponsor and at which sponsorship levels it will participate. To ensure that your activity/event meets TWCVB sponsorship objectives, the following guidelines have been established by TWCVB regarding sponsorship requests. The Sponsorship Request Policy and the attached Sponsorship Request Application, both which may be amended from time to time at the sole discretion of TWCVB, outline the criteria by which TWCVB will evaluate sponsorship requests.

EVALUATION OF SPONSORSHIP REQUESTS

Factors TWCVB 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 TWCVB at least One Hundred and Twenty (120) days prior to the proposed event.

Amount of Sponsorship Request.

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

Nature of the Event.

The event must be deemed, at the sole discretion of TWCVB, to be consistent with the community standards of The Woodlands.

Evaluation of Applicant and Previous Events.

TWCVB 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.

TWCVB will evaluate the projected economic impact of the Event on the Woodlands.

Quality and content of application and materials submitted.

Sponsorship Request Application and additional materials provided by applicant or requested by TWCVB must be complete, accurate and timely submitted.

Inclusion of TWCVB Logo and Name and Recognition of TWCVB as a sponsor at event and in promotion of the event

Should your sponsorship request be approved, TWCVB's logo and/or name will be utilized in conjunction with any promotion of the event. Printed materials and public notices displaying contributors, sponsors, or donations must acknowledge the support of TWCVB, and TWCVB will be publically recognized as a sponsor at the event when possible and feasible.

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

TWCVB 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 TWCVB.

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.

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Sponsorship Request Application

The Woodlands Convention and Visitors Bureau (TWCVB) 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 a Event Summary Report within Sixty (60) days after your event has taken place. The follow-up survey will assist TWCVB 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_____

_____

TWCVB 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 _____
(25 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 will this event will benefit tourism to The Woodlands and how it is expected to contribute to overnight lodging in and around 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)_____
_____
_____
_____

EVENT BUDGET INFORMATION

TWCVB 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 TWCVB before? ( )Yes ( )No

If yes, please fill in the following information for each previous TWCVB 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 $_____

If TWCVB 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 TWCVB Sponsorship Request Policy and acknowledge that TWCVB 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:
The Woodlands Convention and Visitors Bureau
Attn: Sponsorship Requests – Casey Snyder, General Manager
2801 Technology Forest Blvd.
The Woodlands, Texas 77381

To be completed by TWCVB 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 _____
_____
_____

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Post Event Sponsorship Summary Report

Please complete the following Post Event Summary Report regarding the event/activity that was recently funded by The Woodlands Conventions and Visitors Bureau (TWCVB). The purpose of the report is to evaluate TWCVB's 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 TWCVB $_____

Amount of Funding Actually Granted by TWCVB $_____

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 _____ (25 mile radius outside of the Woodlands)	( ) Estimated ( ) Actual
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 TWCVB? ( )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 TWCVB Sponsorship Request Policy and acknowledge that TWCVB 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:
The Woodlands Convention and Visitors Bureau
Attn: Sponsorship Requests – Casey Snyder, General Manager
2801 Technology Forest Blvd.
The Woodlands, Texas 77381