



EVENT CRITERIA & APPLICATION FOR SPONSORSHIP INFORMATION

Las Vegas Events Focus:
Securing new events
Developing existing events
Ensuring event success

All new event proposals and sponsorship applications will be evaluated based on the following criteria:

Application Deadline: Key Details:

- It is recommended that applications for sponsorship assistance be received at least 8 to 12 months prior to the scheduled date of the event. Generally, applications will go through a review process and are evaluated within six to eight weeks from the date which they are received. The application must be completed in full.
- Failure to provide the requested information in detail will impede the evaluation process.
- Only events that occur in Las Vegas, Laughlin, Primm, Mesquite or Jean, Nevada will be considered.

If you have any questions regarding Las Vegas Events sponsorship or the application process, contact us at 702.260.8605, by fax at 702.260.8622 or via e-mail at marisa@lasvegasevents.com.

Section I – Event Criteria

Priority will be given to:

- Events that take place at a neutral site or at multiple hotel properties.
- Established events with a strong brand following.
- Events with a series sponsorship component that culminates or holds its championship in Las Vegas.
- Events that generate 20,000 incremental room nights.

- Events that occur during off-peak weekends and mid-week periods.
- Events that have strong growth potential (visitors and hotel partners).

Additional criteria include:

- Media component must drive a minimum of 3-to-1 media value ROI ratio.
- 75% of out-of-town event attendees must meet destination target demo: adults 25-54 with a \$50,000+ HHI.
- Event promoter must submit an out-of-market marketing, promotional and public relations plan with the proposal for holding the event in Las Vegas.
- Event must drive incremental visitors/event attendees: minimum of 50% of attendees need to generate room nights.
- Event promoter must submit a comprehensive recap of value of sponsorship and result of executed plans and post-event research.
- Existing sponsors or partners must align with Las Vegas brand.
- Event media component must consist of 50% of inventory for destination message.

Section II – Event Application for Sponsorship

Now, after you've reviewed the event criteria above, you must submit a completed Event Application. Las Vegas Events requires information on the following elements for an event application to be considered for sponsorship:

Event history

Please describe the event. Has this event been in other cities and regions? If so, where may we check references? How long has this event been in existence? Was it successful for the location (city) it was completed in? Do you have an intercept study from prior events?

Projected attendance

Please provide LVE with a realistic projected attendance number. Past attendance numbers will be most helpful. How was this number calculated?

Demographics of attendees/participants

If an intercept study has been completed prior, please provide this information or a copy of the study with your submission. If not, please provide the attendees demographic information such as age, gender, household income, room rates paid, nights spent in city for the event, comparison of out of town visitors vs. locals attending the event, etc.

Venue requirements

Please provide required seating, staging and production requirements.

Estimated economic impact to Las Vegas

Please estimate all non-gaming expenditures such as dining, accommodations, golfing/activities/shopping, etc. How was this calculated? Please estimate all gaming expenditures. How was this calculated? Please estimate total room nights spent in destination. How was this calculated?

Estimated media value to Las Vegas

Please include media values such as print, radio, television, direct marketing, website links/advertising, etc. How is this calculated?

Cross-marketing opportunities for Las Vegas

Is this a series of events that occur in other destinations? Does Las Vegas have an opportunity to cross promote on the series? If so, how and what are the opportunities?

Series event or isolated event for Las Vegas

Does this event occur in other cities as a part of the series?

Television component involved

Please describe if this event will be televised. On what network or cable station? Time slot, repeat airings.

Resumes of principals/promoters

Please provide background on all principals involved in the business/events.

Previous and/or current sponsors of the event

Please provide a list of all sponsors in the past as well as current sponsors.

Plans for the overall management of the event

Please submit your business plan for the event.

Marketing Plan/Budget for event

Please provide your plans for marketing the event and the overall budget estimates.

Section III – Processing Fee

A processing fee of \$500 must be included with your Event Application in order for your event to be considered for sponsorship assistance from Las Vegas Events. Checks should be made payable to Las Vegas Events, Inc. and sent with completed Event Application to:

**Las Vegas Events
Suite 140
770 East Warm Springs Road
Las Vegas, NV 89119**



APPLICATION FOR SPONSORSHIP ASSISTANCE

In order for your event to be considered for sponsorship assistance from Las Vegas Events, Inc. you must submit this application for Sponsorship Assistance along with a non-refundable processing fee of \$500.00.

It is strongly recommended that applications for Sponsorship Assistance be received at least 12 to 18 months prior to the actual event dates. Fully completed applications will be reviewed by the LVE Board of Trustees within 90 days from the date which they are received. Review by the LVE Board of Trustees does not guarantee realization of the event without the fulfillment of all deadlines, materials and qualifications.

This application and requested attachments/information must be completed in full. Failure to provide the requested information in detail will impede and/or cancel the approval process.

Submitting this application for Sponsorship Assistance does not guarantee approval for Las Vegas Events sponsorship of your event.

Please make checks payable to Las Vegas Events, Inc.

Send completed application, all supporting documents and video, if available to: Las Vegas Events, 770 E. Warm Springs Rd., Ste. 140, Las Vegas, NV 89119

Principal Business/Organization

Provide a description of applicant's organization structure, products, services, current officers, (President, Vice President, Secretary and Chief Accounting Officer), board members and their affiliation. Is the organization licensed to do business in the State of Nevada? Indicate a.k.a. and / or d.b.a.; profit or non-profit corporation. Applicant may be requested to provide a financial statement of applicant and of its parent company(s).

Blank lines for providing a description of the organization structure and details.

Applicant (Organization, Association or Company) _____

Contact Name: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Site: _____

g. Have you set date for event and checked date for competing events, religious or national holidays, etc., which could reduce or dilute spectator interest or reduce media attention for the event?

Yes No

h. If the event is an outdoor event, what are your inclement weather arrangements or have make-up dates been established?

i. Please attach detailed demographic information for the spectators and participants of this event.

j. Please provide a list of professional staff, independent contractors, and/or professional advisors, if any, that will conduct the event.

2. HISTORY OF THE EVENT

a. How many years has this event been conducted? _____

b. Sites of last three events: _____

c. Attendance figures of last three events: _____

d. Television coverage of last three events: _____

3. SUPPORT REQUESTED FROM LVE

a. Financial amount requested \$ _____

b. Please include in detail the intent use of sponsorship received by LVE (i.e., advertising, prize money, facility rental, etc.)

c. Please include in detail proposed sponsorship benefits (i.e., example benefits, title sponsor, presenting sponsor, program ad, signage, media buy, web site, tickets/credentials, hospitality, P.A. announcements, suite, etc.)

d. Have you requested support from other organizations in Clark County regarding this matter (i.e., private or public agencies?)

Yes No

(If yes, please indicate agency(s))

c. Will the event be conducted without LVE sponsoring the event? Yes No

4. MEDIA

- a. Television (include live telecasts, air-time, national or regional outlets, etc.):

Who retains telecast rights?

What advertising and promotional exposure will Las Vegas receive during the telecast?

- b. Radio (include live broadcast, outlets, etc.):

- c. Print:

5. FINANCIAL

- a. Attach a comprehensive proposed budget for the event including revenue and expenses.

- b. Estimated revenue
Ticket sales: \$_____ Entry fees: _____ Title sponsorship: \$_____

- c. Indicate sponsorship revenue by the amount and source:

- d. Do you agree to submit an independently audited financial statement for the event, at your expense?

Yes No

- e. As part of your budget, do you agree to provide for an independent analysis of the demographics for your event participants and spectators, that is acceptable to LVE. Yes No
(If no, please explain)

6. REFERENCES

- a. Please list three references who have been directly involved with this organization on past events:

Name: _____ Title: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Name: _____ Title: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Name: _____ Title: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Telephone: _____

- b. Please list all sponsors your organization has been involve with during the past three years including organization, contact name and title, address and phone number.