

SPONSORSHIP REQUEST FOR RETURNING EVENTS

Applications for sponsorship assistance must be completed in full and be received at least **8 to 12 months prior to the event date**. Failure to provide the requested information in detail will impede the evaluation process.

Applications should be emailed to amber@lasvegasevents.com and the **name of your event included in the subject line**.

Please allow up to 48 business hours to receive a confirmation email.

Event Overview

- Event name:
- Event date(s):
- **Location** of event and proposed **venue(s)**:
 - Has the venue been secured?
- Is this a **ticketed** event?
- Projected Attendance:
 - Estimated total number of **attendees/participants**:
 - What percentage is from out-of-town?
 - Estimated total number of **spectators**:
 - What percentage is from out-of-town?
 - Estimated total number of **staff/officials**:
 - What percentage is from out-of-town?
 - Estimated **length of stay** for all of the above.
- Do you have **hotel partner(s) and/or room blocks** at any properties? If yes, please list them.

Event History and Description

- Provide a brief **description of the event** along with a **schedule of events** and **sizzle reel**, if available.
- If applicable, provide a list of all **past and current sponsors**.

Demographics

- Please provide **attendee 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.

Marketing Plan

- Please provide your **plans for marketing** the event and **budget estimates**.
 - What specific efforts will be used to **draw out-of-town visitors**?
- Do you have media **partners**? If yes, please list them.
- What **marketing benefits** will Las Vegas receive?
- Will the event be **televised**?
 - How, when and with what company?
 - Will there be repeat airings?
- Include **media values** to Las Vegas such as print, radio, television, direct marketing, social, website links/advertising, etc. Detail how this is calculated.

Budget

- Attach a **comprehensive proposed budget** for the event including revenue and expenses.
 - Indicate any sponsorship revenue by the amount and source.

Sponsorship Request

- **Financial amount requested:**
- **How will sponsorship dollars be used** (i.e., advertising, prize money, facility rental, etc.)?
- Detail proposed **sponsorship benefits** (i.e., title sponsor, presenting sponsor, program ad, signage, media buy, website inclusion, tickets/credentials, hospitality, P.A. announcements, suite, etc.).
- Have you requested **support from other organizations** in Clark County for this event (i.e., private or public agencies)? If yes, please list the agencies.
- Will the event be conducted **without** LVE sponsoring the event?

Miscellaneous

- Please submit any additional information you'd like that's not covered in this form.

Contact Information

- Name of Applicant/Company:
- Contact Name:
- Title:
- Address:
- Phone #:
- Email Address: