



SPONSORSHIP REQUEST FOR NEW EVENTS - OVERVIEW

Thank you for your interest in partnering with Las Vegas Events!

We produce, support and assist in the growth of Signature Events that drive tourism and increase awareness of Las Vegas as the premier event destination.

Applications will be evaluated based on the following criteria:

Event Criteria

- Applications must be received at least **8 to 12 months prior to the event date.**
- Only events taking place in Las Vegas, Laughlin, Primm, Mesquite or Jean, Nevada will be considered.
- Events should take place at a **neutral site and/or 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 **30,000 incremental room nights.**
- Events that occur **during off-peak** weekends and mid-week periods.
- Events that have **strong growth potential** (visitors and hotel partners).
- **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 \$75,000+ 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.**
- 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.**
- New events will be assessed a **processing fee of \$500** in order for your event to be considered for sponsorship assistance. Checks should be made payable to Las Vegas Events, Inc. and mailed to:

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

Please contact us at (702) 260-8605 or via e-mail at amber@lasvegasevents.com if you have any questions regarding Las Vegas Events sponsorship or the application process.

SPONSORSHIP APPLICATION FOR NEW 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?
 - Provide required seating, staging and production requirements.
- 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.
- Has this event been in **other cities** and regions? If yes, where?
- **How long** has this event been in existence?
- If applicable, provide a list of all **past and current sponsors**.
- Provide **past attendance numbers**, if applicable, and how the numbers were calculated.

Demographics

- If an **intercept study** has been completed, please provide a copy of this information. If not, 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?
- Does this event occur in other cities as a part of a **series**?
- Would Las Vegas have an opportunity to **cross promote** on the series?
 - If yes, how and what are the opportunities?
- Will the event be **televised**? Has it been televised in the past?
 - 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.
- As part of your budget, would you agree to provide for an **independent analysis** of the demographics for your event participants and spectators, that is acceptable to LVE? If no, please explain.

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:
- Website:

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

If you have any questions, please contact us at (702) 260-8605 or via e-mail at amber@lasvegasevents.com.