



Event Hosting Sponsorship Application Form





Sponsorship Application Guidelines

To be eligible for sponsorship, preference will be provided to applicants that meet the following criteria:

- Application is received a minimum of six months prior to the event date.
- Event generates a minimum of 100 hotel room nights in one or more of our member hotels.
- The event will occur in Moose Jaw, Saskatchewan
- The Event date does not conflict with others events large happening in our city.
- Preference will give to events occurs during typically low hotel occupancy periods: December, January, February and Sunday to Thursday. However all events will be considered.
- The sponsorship is to acquire either; a national event, start-up a new event, or significantly grow an existing event that will attract visitors to our city.
- Event will have a positive impact on spending within Moose Jaw.

If your event meets the initial criteria, please fill out the application form below. Applications are processed on a first come, first serve basis. Sponsorship terms and conditions will apply to all approved applications and payments may be allocated in installments prior to and upon completion of the event.



Event Hosting Sponsorship

Application Form

To apply, please complete all areas of this application and provide attachments as requested then email to: info@visitmoosejaw.ca or print and mail one copy to Visit Moose Jaw c/o 450 Diefenbaker Drive, Moose Jaw, Sask. S6J 1N2.

If you require this form in a different format, please contact info@visitmoosejaw.ca.

ORGANIZATION INFORMATION		CONTACT INFORMATION
Applicant Organization:		Contact Person:
Event Name:		Position/Title:
Address:		Address:
City/Town:	Postal Code:	Telephone: ()
Telephone: ()	Fax: ()	Email:
Applicant website:		
EVENT INFORMATION		
Requested amount:		Number of Hotel Rooms:
Event Venue :		Number of Participants:
Event Date(s):		Year last held/location last held:

Completed forms will be submitted to the Visit Moose Jaw board for approval. You will receive a response within six weeks once the application has been reviewed.



Please answer all questions completely. Incomplete applications may not be considered.

1. **Event summary** - Must include your event outline, objectives, indicate if this annual event, first time event, or the first time in Moose Jaw:

2. **Detail the intended use of the funds.** How will these funds improve the event?
(Ineligible – meals, artist/speaker fees, transport, gifts. Eligible – marketing, volunteer training, expenses directly related to audience experience).



3. **Growth Plan** – how will the support, grow your audience and/or revenue. Include numeric measurements and goals (i.e. number of people who attended, how will this be increased and how will this be tracked for reporting):

4. **Visit Moose Jaw recognition** (e.g. *Visit Moose Jaw logo in event program and/or on advertisements, Visit Moose Jaw advertisement in program, space for a Visit Moose Jaw booth at event site, etc.*):



5. **Have you received Visit Moose Jaw sponsorship before?** Please provide detailed information including when, amount.

6. **Risk Management Plan** (insurance, licenses, etc.):



ATTACHMENTS

Please include the following;

- **Event Budget** – provide a detailed budget including project revenues and expenses. *List additional sponsors, along with their contributing amount. Provide as much detail as possible.*
- **Marketing Plan** – marketing assets (print, radio, TV, internet), Marketing reach (where & how long will the assets be deployed) and audience profile (number of attendees (vs. attendance), origins, annual comparisons, demographics).
- **Sustainability Plan** – If this is an annual event, provide a development plan outlining objectives, sponsorship, markets, goals, targets and how the organization intends to eliminate reliance on support. Detail the long-term community benefit, included intended use of profits and legacy plan.



Applicant Agreement

(Insert name of organization applying to program in this grey box) (the “Applicant”) declares and agrees that:

- The information contained in this application and supporting documents is true and accurate and endorsed by the applicant organization.
- The receipt of any grant funds relative to this request will be used for the purpose detailed within this application.
- The Applicant agrees to abide by all local, provincial, and federal regulations as they apply.
- Visit Moose Jaw will be acknowledged as supporters of Applicant initiatives that successfully receive Event Hosting funding.
- All responsibilities and liabilities in connection with the initiative, and the carrying out of the work detailed within the application shall be those of the Applicant and, where applicable, the Endorsing Partner.

Organization Name

Signature (will be accepted electronically; however a written signature may be requested)

Title (authorized representative of the Organization)

Dated (Day/Month/Year)

Mr. / Mrs. / Ms. _____
(Print Name) First Name

Surname