



ABOUT VISIT BURBANK

The Burbank Hospitality Association, doing business as Visit Burbank, is the official destination marketing organization for the City of Burbank, California. Visit Burbank's mission is to promote Burbank, for tourism and to improve the tourism business environment through the development and operation of a tourism improvement district and other programs and initiatives.

The goal of the Burbank Hospitality Association is to utilize funds to increase occupancy and promote Burbank as a premier business and leisure destination. A ripple effect is also anticipated in terms of safeguarding hospitality industry jobs, increasing sales at restaurants and retailers, expanding the general job market, and boosting attendance at arts and cultural events.

VISIT BURBANK SPONSORSHIP PROGRAM AND SELECTION PROCESS

The Visit Burbank Sponsorship Program is intended to support Burbank events that enhance and enliven our community for visitors and residents alike. Visit Burbank supports a variety of local festivals and events to enhance the economy through increased visitor travel into Burbank.

If you are interested in submitting a sponsorship application to Visit Burbank, application periods are open twice per year during the months of January and July. Once your completed application and required attachments are received, Visit Burbank staff will confirm a meeting date and time for you to present your sponsorship request.

You will be asked to make a brief presentation to Visit Burbank's Sponsorship Advisory Committee. These presentations will occur in February and August.

The Sponsorship Advisory Committee will then deliberate and present recommendations to the full Visit Burbank Board of Directors. Final approvals for funding will be determined at that time.

Please note that this organization is dedicated to increasing hotel room nights for Burbank hotels, therefore, Visit Burbank will review your application from the perspective of your event's proven ability or high potential to generate hotel room nights for the destination.

Applications should be submitted to: info@visitburbank.com



Sponsorship Application

Applicant Information

Name of Event: _____ Dates of Event: _____

Applicant/Event Producer: _____ Time(s) of Event: _____

Event Website: _____

Address: _____
Street Address *Apartment/Unit #*

_____ _____ _____
City *State* *ZIP Code*

Phone: _____ Email _____

Alternate Contact: _____ Alternate Email: _____

Total Event Budget: _____ Desired Sponsorship Amount: _____

Will the event be open to the Public? YES NO

Will the event be ticketed? YES NO

Event Description

1. Please describe your event "elevator pitch" in 300 words or less:

2. Please identify the location(s)/venue(s) you plan to utilize for the event(s):

Event Budget

11. Submit a projected event budget document as an attachment to this application.

The projected budget shall include both revenue and expense categories.

All income (including in-kind) shall be broken out individually by amount, source, and identified as secured or pending.

Expenses shall be itemized.

Return on Investment

Visit Burbank will review your application from the perspective of your event's proven ability or high potential to generate hotel room nights for the destination. Room night is a statistical metric for the hotel industry. It is calculated by multiplying number of hotel rooms times the number of nights.

Room night example:

- A guest booking one room for three nights would be said to generate three room nights.
1 room X 3 nights = 3 room nights
- An event producer expecting 100 guests/hotel rooms for a two-night event will generate 200 room nights. 100 rooms X 2 nights = 200 room nights.

12. Fill out this section for your event:

- A. Total Funds Requested: \$ _____
- B. Projected Total Number of Room Nights: _____
- C. Average Rate Negotiated with Hotel(s) \$ _____

13. Completed by BHA:

- D. Total Estimated Room Nigh Revenue: (B x C) \$ _____
- E. Total Return on Investment (D/A : 1) _____ :1 _____

Required Attachments

The Completed Application must contain the following required documents in this order:

- Completed and signed application packet including all requested attachments.**
- Certificate of Good Standing:** Online printout from Secretary of State and Franchise Tax Board www.ss.ca.gov/business . All required filings must be current and the status of the business/corporation must have a current “Active” status.
- PowerPoint Presentation:** must be emailed to BHA staff five days prior to BHA Advisory Committee Meeting (meeting date to be assigned by BHA Staff). Include the following event components:
 - **Organization description and event details (upcoming and historical)**
 - **Qualification:** How is your organization uniquely qualified for sponsorship
 - **Use of BHA funds:** A very detailed description on how funds will be used.
 - **Burbank Hotel Room Block:** How many room nights will be blocked, where, and how hotel room nights will be promoted
- Post Event Presentation:** A post event presentation to the Board will be required. The presentation must include the following components:
 - Event details
 - Attendee demographics (# of attendees, income, age, percentage breakdown: in-state, out of state, local, etc.)
 - Social Media/Marketing Plan summary
 - Hotel room night commitment and verification
 - Breakdown of how BHA Sponsorship funds were utilized
 - Other partnerships
 - Plan for future events

Disclaimer and Signature

Disbursement:

Sponsorship awards are provided as a cash investment. BHA will disburse 50% of the sponsorship funds upon completion of all of the following three tasks: (1) selection of the applicant’s proposal, (2) receipt of invoice for the amount, and (3) a letter indicating room blocks secured from a Burbank hotel(s). The final 50% of funds will be disbursed only upon completion of the event and after submission of the post-event presentation and final invoice. All supporting documentation must be received by Visit Burbank no later than sixty (60) days following completion of the event.

In addition to our cash investment, Visit Burbank may provide secondary marketing support for the event. More details will be included in your award letter.

Each event will be evaluated on a case-by-case basis, considering the event’s performance in prior years (i.e. actualized hotel room nights), if available.

Hotel Night Verification:

Request and submit a hotel commitment letter, provided by one or more Burbank hotels, indicating the number of hotel room nights booked for your event. Upon completion of event, request and submit a hotel verification letter indicating actual room nights booked. Visit Burbank will confirm final count of room nights booked before disbursing remaining sponsorship funds. Visit Burbank reserves all rights to: (a) withhold all or part of the any pledged or approved sponsorship funds; and (b) seek reimbursement of sponsorship funds provided to applicants if room nights booked do not equal or exceed the room night projection stated in a project application.

Hotel Night Commitment:

The Sponsorship funds are contingent on the scheduled event or promotion occurring. If the event/promotion is cancelled or does not occur, or if applicant is unable to satisfy the hotel room night requirement or any other term of the proposal, BHA reserves all rights to: (a) withhold all or part of the any pledged or approved sponsorship funds; and (b) seek reimbursement of sponsorship funds provided to applicants.

Marketing Requirement:

If granted sponsorship from Visit Burbank, you will be responsible for the following:

- Include the Visit Burbank logo under your list of sponsors.
- Include a link to the Visit Burbank homepage on your event's homepage and on the registration page
- Collect attendee demographics requested for the post event presentation (# of attendees, income, age, percentage breakdown: in-state, out of state, local, etc.)

Visit Burbank may request additional information as part of the sponsorship

Sponsorship Advisory Committee:

The Sponsorship Advisory Committee, part of Visit Burbank’s Board of Directors, reviews and approves each sponsorship application, and makes the final sponsorship recommendation to the Visit Burbank Board of Directors.

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to a sponsorship award, I understand that false or misleading information in my application or interview may result in disqualification from receipt of sponsorship funds, disgorgement of any sponsorship funds received, or further disqualification from participating in future sponsorship opportunities.

Signature: _____ Date: _____

Print Name: _____