



SPONSORSHIP APPLICATION

Please keep in mind when completing this sponsorship application that the judging criteria will be based on the following goals:

1. Increase Burbank hotel room occupancy during the sponsored event dates.
2. Promote Burbank as a vibrant tourism and events destination year-round.
3. Highlight and encourage visitation to Burbank attractions, the Hollywood Burbank Airport, shopping districts, restaurants, and tourism-related activities.
4. Increase Visit Burbank social media impressions, engagements, and followers.

Other Criteria:

- **Request for Proposals:** Open year-round, proposals must be submitted at least 6 months prior to the event.
- **Blackout periods:** To be considered for a Visit Burbank sponsorship, it is recommended that the event fall outside of April, June, July, and August due to high hotel occupancy during those months.
- **Prior Experience:** The event itself or event producers must have prior experience organizing at a minimum two largescale citywide events and a track record of generating hotel room nights.

APPLICATION FORM

1. **Name of Group or Organization Requesting Sponsorship**

2. **Date and Times of Event**

3. **Location(s) of Event**

4. **Event Website**

5. **Name of Contact Person/Title**

6. **Mailing Address**

7. **Email**

8. **Phone**

APPLICATION FORM – *continued*

9. Event Description

10. Sponsorship Level Requested (see *Level of Sponsorship Request* section below)

Bronze (\$10,000)

Silver (\$20,000)

Gold (\$30,000)

11. Marketing Plan in Support of Your Sponsorship Level: *Provide a Detailed Description of How you Will Achieve the Level Requirements.*

12. Event Goals

***Will be evaluated based on how goals address the qualifying thresholds and sponsorship guidelines of the requested level of sponsorship.*

Level of Sponsorship Request

Bronze: \$10,000

Qualifying Thresholds

To qualify for the Bronze Visit Burbank sponsorship category, the event must:

- Extend over a minimum one-night period with a strategy in place to track resulting overnight stays at Burbank hotels i.e., hotel verification letters, links to booking engine on Visit Burbank website, etc.
- Demonstrate the capability of generating visitation from drivetime markets within a 300-mile radius of Burbank.
- Include Burbank attractions and venues as part of programming (for example, for meeting space, receptions, performances, and networking events).
- Attract a minimum of 500 attendees.
- Event website must generate a minimum of 5,000 unique visitors annually.
- Social media channels must have at least 5,000 combined followers.

Bronze Sponsorship Guidelines

In exchange for a \$10,000 Bronze Visit Burbank sponsorship, the event agrees to:

- Add a year-round homepage tab with approved description of Burbank and link to www.visitburbank.com that includes the following:
 - Information that covers dining and shopping options, hotels, attractions, neighborhoods, and other highlights about Burbank.
 - Add a year-round homepage tab with booking link supplied by Visit Burbank, and a call-to-action to encourage stays at Burbank hotels.
- Create a marketing plan to be approved by Visit Burbank encouraging attendees to book overnight stays at Burbank hotels and to participate at local businesses as part of overall event communications strategy.
- Include the Visit Burbank logo and mention as event sponsor on all digital and printed materials related to the event, including but not limited to media walls, program books, event tickets, commemorative magazines, video recaps, newsletters, swag bags, screenings, press releases, VIP lounges and more.
- Include four social media posts (reels, in-feed, or collabs) in advance, during, or after the event that are approved by Visit Burbank and showcasing Burbank hotels and attractions. Mention Visit Burbank as an event sponsor in public presentations, awards dinners and receptions, panels, press conferences, press releases, and social media posts.

Silver: \$20,000

Silver Qualifying Thresholds

To qualify for the Silver Visit Burbank sponsorship category, the event must:

- Extend over a minimum two-night period with a strategy in place to track resulting overnight stays at Burbank hotels.
- Demonstrate the capability of generating visitation from drivetime markets within a 300-mile radius of Burbank, and nonstop feeder markets into the Hollywood Burbank Airport.

- Include Burbank attractions and venues as part of programming (for example, for meeting space, receptions, performances, and networking events).
- Attract a minimum of 750 attendees.
- Event website must attract a minimum of 10,000 unique visitors annually.
- Social media channels must have at least 10,000 combined followers.

Silver Sponsorship Guidelines

In exchange for a \$20,000 Silver Visit Burbank sponsorship, the event agrees to:

- Add a year-round homepage tab with approved description of Burbank and link to www.visitburbank.com that includes the following:
 - Information that covers dining and shopping options, hotels, attractions, neighborhoods, and other highlights about Burbank.
 - Add a year-round homepage tab with booking link supplied by Visit Burbank, and a call-to-action to encourage stays at Burbank hotels.
- Create a marketing plan to be approved by Visit Burbank encouraging attendees to book overnight stays at Burbank hotels and to participate at local businesses as part of overall event communications strategy.
- Include the Visit Burbank logo and mention as event sponsor on all digital and printed materials related to the event, including but not limited to media walls, program books, event tickets, commemorative magazines, video recaps, newsletters, swag bags, screenings, press releases, VIP lounges and more.
- Mention Visit Burbank as an event sponsor in public presentations, awards dinners and receptions, panels, press conferences, press releases, and social media posts.
- Include 8 social media posts (reels, in-feed, or collabs) in advance, during, or after the event that is approved by Visit Burbank and showcasing Burbank hotels and attractions.
- Encourage visitation to Burbank year-round.

__Gold: \$30,000

Gold Qualifying Thresholds

To qualify for the Gold Visit Burbank sponsorship category, the event must:

- Extend over a minimum three-night period with a strategy in place to track resulting overnight stays at Burbank hotels.
- Demonstrate the capability of generating visitation from drivetime markets within a 300-mile radius of Burbank, and nonstop feeder markets into the Hollywood Burbank Airport.
- Involve venues and attractions as part of programming (for example, for meeting space, receptions, performances, and networking events)
- Attract a minimum of 1,000 attendees.
- Event website must attract a minimum of 20,000 unique visitors annually.
- Social media channels must have at least 20,000 combined followers.

Gold Sponsorship Guidelines

In exchange for a \$30,000 Gold Visit Burbank sponsorship, the event agrees to:

- Add a year-round homepage tab with approved description of Burbank and link to www.visitburbank.com that includes the following:
 - Information that covers dining and shopping options, hotels, attractions, neighborhoods, and other highlights about Burbank.
 - Add a year-round homepage tab with booking link supplied by Visit Burbank, and a call-to-action to encourage stays at Burbank hotels.
- Create a marketing plan to be approved by Visit Burbank encouraging attendees to book overnight stays at Burbank hotels and to participate at local businesses as part of overall event communications strategy.
- Include the Visit Burbank logo and mention as event sponsor on all digital and printed materials related to the event, including but not limited to media walls, program books, event tickets, commemorative magazines, video recaps, newsletters, swag bags, screenings, press releases, VIP lounges and more.
- Mention Visit Burbank as an event sponsor in public presentations, awards dinners and receptions, panels, press conferences, press releases, and social media posts.
- Encourage visitation to Burbank year-round.
- Include 12 social media posts (reels, in-feed, or collabs) in advance, during, or after the event that is approved by Visit Burbank, and showcasing Burbank hotels and attractions.