



Dear Event Organizer:

Placer Valley Tourism has developed a funding program to support organizations hosting events in Roseville, Rocklin and Lincoln that generate overnight stays in hotels within the PVT footprint. A list of PVT hotels is attached.

PVT recognizes the importance events play in showcasing a community while contributing to its local economy, quality of life and cultural identity. As a key stakeholder in the South Placer community, PVT is committed to supporting and facilitating event organizers whose new and/or existing events attract overnight visitors to our community while increasing our overall tourism capacity. PVT has developed the following event grant guidelines to provide financial assistance to events hosted in South Placer and/or its surrounding area.

Application Guidelines

Only complete applications with proper required attachments will be considered. PVT does not establish certain dates to submit applications, however complete applications must be received 45 calendar days prior to event. PVT's grant budget begins January 1 of each calendar year and has a set amount based on the general budget. Applications will be received in person, by mail, fax or email.

Submissions to include:

- Event Grant Application
- Event Grant Budget
- Event Grant Checklist

We look forward to receiving your application. Please return your completed application to:

Placer Valley Tourism, Attn: Rachel Timms, 2204 Plaza Drive, Suite 110,
Rocklin, CA 95765

Sincerely,
Rachel Timms
Event Service Coordinator
Placer Valley Tourism
916-773-5400

Note:

- *Prior consultation with Placer Valley Tourism staff is encouraged.*
- *Organizations may be contacted for further information and/or may be requested to attend a meeting to review submission.*



Event Grant Application

This application must be completed in its entirety (estimating is ok). If the question is not applicable to your organization please fill in with N/A.

Section One. The Basics.

NAME OF EVENT: _____

NAME OF ORGANIZATION: _____

DATE(S) OF EVENT: _____

LOCATION(S) OF EVENT [name of facility(ies) and name of city(ies)]:

CONTACT PERSON: _____ TITLE: _____

TELEPHONE NUMBERS: _____

EMAIL ADDRESS: _____ WEBSITE: _____

PHYSICAL ADDRESS: _____

Section Two. Event Information.

What is the amount of financial support you are requesting? _____

How many hotel room nights in PVT member hotels do you estimate this event will generate? _____

Please list the number of adult and child participants and spectators this event will generate:

Adult participants _____ Child Participants _____

Adult spectators _____ Child Spectators _____

Among the participants and spectators, what percentage will travel more than two hours to arrive here? _____



Do you currently have an exclusive agreement with a hotel or group of hotels for this event? _____

Will you track room nights? (Where participants are staying, how many rooms, how many nights) _____

Section Three. Event History.

Number of years this event has been held _____
(If new event, please skip to Section Four.)

Where has it been held? _____

How many room nights did it generate each year for the past three years? _____

What is the range of hotel room rates (per night) from last year? _____

List the host hotels you have used for the past three years. _____

Has Placer Valley Tourism provided support to this event previously? If so, please list the years and amounts. _____

Section Four. Marketing.

Summarize the marketing plan for the event. (Include all media and timelines and examples of promotional efforts beyond the Placer Valley footprint.) _____

Does this event generate national or regional media or other branding opportunities?

If so, please specify. _____



Section Five. Budget.

PROJECTED INCOME & BUDGET INFORMATION	
Please attach a budget addendum if necessary but please complete below	
INCOME	EXPENSES
Earned Income (Ticket Sales, Retail Sales, Entry Fees)	Administration (Payroll, Postage, Phone, Permits, Photocopying, etc)
\$ _____	\$ _____
Concessions	Marketing/Public Relations (Advertising, Flyers, Posters, Brochure etc)
\$ _____	\$ _____
Soft Dollar Trades (Lodging, Marketing, etc)	Prizes (Trophies, cash, trips, other)
\$ _____	\$ _____
Total Amount from Additional Sponsors (Pending or Confirmed)	Souvenirs (Event t-shirts, hats, etc)
\$ _____	\$ _____
Grants	Operations (Facility use charge, cleaning, port-a-lets, trash, judges, etc)
\$ _____	\$ _____
Other (Please define)	Food (Catering costs, meals, delivery charges, supplies etc)
\$ _____	\$ _____
TOTAL	TOTAL
\$ _____	\$ _____

Section Six. Additional Information.

Please attach a brief explanation of this event and its potential for growth on a separate piece of paper.



Event Grant Checklist

Please check to ensure you have completed the following prior to submitting your Event Grant Application.

Organization Responsibility	For Office Use Only
<input type="checkbox"/> Read Event Grant Guidelines	
<input type="checkbox"/> Discussed application with Placer Valley Tourism	
<input type="checkbox"/> Completed Event Grant Application Form	
<input type="checkbox"/> Completed/Attached Budget	
<input type="checkbox"/> Attached Event Description	
<input type="checkbox"/> Completed Event Grant Checklist	

PLEASE READ AND SIGN BELOW

Applications received after the designated deadline and/or incomplete will not be considered. I understand that the application review process may require additional information, which I agree to provide. If financial support is allocated to this organization, I agree that the funding will be used solely for the designated and approved purposes as stated in this application.

Signature: _____ Title: _____ Date: _____

Submit To:

Rachel Timms
 Event Service Coordinator, Placer Valley Tourism
 T: 916.773.5400
 F: 916.644.6039
 E: rtimms@placertourism.com
 W: www.placertourism.com



Placer Valley Tourism Hotels

Roseville

Best Western Roseville Inn
Best Western Plus Orchid Hotel & Suites
Courtyard by Marriott
Courtyard by Marriott Galleria
Hampton Inn & Suites
Heritage Inn
Hilton Garden Inn
Holiday Inn Express Galleria
Homewood Suites by Hilton
Hyatt Place Roseville
Extended Stay America
Fairfield Inn
Larkspur Landing
Residence Inn by Marriott
SpringHill Suites by Marriott Roseville
TownePlace Suites Roseville

Rocklin

Days Inn
Heritage Inn Express
Holiday Inn Express Rocklin
Howard Johnson Inn & Suites
Rocklin Park Hotel & Spa
Staybridge Suites

Lincoln

Holiday Inn Express & Suites



Room Tracking Form

Placer Valley Tourism has provided grant assistance to this event organization which helps keep registration fees as low as possible. In order to maintain this partnership we are asking for your participation in providing the information below.

Thank you for your assistance in working with us to ensure this event's success.

Participants: This form must be filled out and turned in during registration

Participant's Name: _____
Email: _____
City, State: _____
Hotel Booked: _____
Number of Nights _____
Number of Participants staying in the same room (including yourself) _____



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Managers: This form must be filled out and turned in during registration

Team Name: _____
City, State: _____
Manager's Name: _____
Manager's Hotel: _____
Manager's Email: _____

Hotels Booked:	Number of Rooms	Number of Nights
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____