



MAD RIVER VALLEY
V E R M O N T

Event Profile
&
Sponsorship Application

For events to take place in 2017

Please submit application by **November 25, 2016**.

Email to: chamber@madrivervalley.com

or

Mail to: MRVCC, P.O. Box 173, Waitsfield, VT, 05673

Selection Criteria

Please speak to the below criteria as you complete your application.

- ❖ Each application will be reviewed by the Mad River Valley Marketing & Events Committee for complete information prior to submitting to MRV-ME voting shareholders.
- ❖ The voting criteria carry a weight based on what the committee deems as the most important aspects of any event to be funded by voting shareholders.
- ❖ The applications will be rated, and weighted, according to the following criteria:

(x2.0) Event's Ability to Generate Overnight Lodging Visitors During a Non-Busy Time

Does your event generate overnight visitors? Events that generate overnight visitors, especially during non-busy times, result in the maximum economic benefit to our community. An overnight guest spends money at a lodging property, is likely to eat out at least one meal, purchases gasoline, gifts, handcrafted items, local foods and more.

(x1.5) Event's Ability to Attract Day-Trip Visitors from the Region During a Non-Busy Time

Events that attract day-trip visitors can benefit restaurants and retailers, especially during non-busy times. Please indicate how participants in your event generate revenue in the community or how you will encourage them to explore the Mad River Valley beyond your event. Are they dining and shopping before or after your event? While innkeepers act as concierges to direct guests where to eat/shop/recreate, it is up to event organizers to serve as concierges to their event participants who are coming in for just the day.

(x1.0) Event's Ability to Generate Positive PR for the Valley

Is your event synonymous with the Mad River Valley? Do you use "Mad River Valley" when promoting your event? Does the local community support your event by participating, volunteering or attending? Does your event support a local non-profit that makes the Mad River Valley a better destination and ultimately a better place to live? Do people who attend your event return to the Mad River Valley?

(x.50) Event's Long-Term Commitment & Potential

Basic Information

Event Name:

Event Date(s):

Contact Information

Primary Contact(s)

Mailing Address

Telephone #:

Email Address:

Event Website URL:

Marketing/PR Contact:

Event Description & Budget

For all requests \$1000 or over, please provide an estimated income/expense budget outline for the event (in a separate attachment).

Briefly describe the nature of the event, noting any characteristics that make your event unique or special:

Participation

Number of Participants *(last 3 years if applicable):*

Number Anticipated for your planned event:

Number of Spectators *(last 3 years if applicable):*

Number Anticipated for your planned event:

Who is your target audience for participants and spectators? *(Please include any demographic information that you may have. For example: ages, gender, marital status, where are they from, occupations, education, etc...)*

Advertising

Describe each of the advertising vehicles you plan to use in promoting the event.

Event Collateral Materials (program, posters, brochures, etc.)

Public Relations *(Do you have public relations person or does the organizer do all public relations for the event?)*

What Can We Do For You?

How much of cash sponsorship are you seeking for the event?

How will these funds be used?

Have you entered details of your event on the calendar at MadRiverValley.com?
If not, please check to see if it is on the community calendar, and add it if it is not there.

Is there any other way (non-cash) the Mad River Valley could help out the event?

If you are awarded a grant

You will be required to:

- Come to a marketing committee meeting to pick up your check and get a photo with the “big check”
- Provide at least two tickets/entries that the Mad River Valley will use in a promotional giveaway
- Represent the Mad River Valley logo at the appropriate sponsorship level that you use for your event.
 - If you receive a \$1000 grant, the Mad River Valley should be represented in the same manner as other \$1000 sponsors and with greater recognition than \$500 sponsors, if you use a tiered sponsorship structure.
 - If you provide signage to sponsors then all businesses that support the MRV-ME fund should have the opportunity to display a sign.

You are encouraged to provide at least two tickets/entries to MRV staff so that we can attend and effectively promote your event.