Event Profile & Sponsorship Application

Each application will be reviewed by the Chamber’s Marketing & Events Committee Members 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 the chamber membership. Please consider these priorities when preparing your application:

- (x3.0) Event’s Ability to Generate Overnight Lodging Visitors
- (x1.5) Event’s Ability to Generate General Valley Business
- (x1.0) Event’s Ability to Promote Positive Public Relations Value for Valley
- (x.50) Is there a Long Term Commitment & Potential for Event?

Please submit completed form (PDF or Word) to Chamber@MadRiverValley.com by November 15th.
The chamber’s marketing committee feels strongly that events generating overnight visitors results 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, often purchases gasoline, gifts, handcrafted items, local foods and more. Please keep this in mind as you prepare your application.

The marketing committee also suggests that only one application be submitted per hosting entity. The committee strongly urges event organizers to package events into a single application. For example, an event organizer who runs two events in the course of the year would make a single application for the events combined. If you feel this approach would be detrimental to your applications, please let the Chamber know.
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 (Event program, posters, brochures, etc...):

Event Website:

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 www.MadRiverValley.com/events? 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 chamber could help out the event?
Criteria
For Internal Use Only

- After reviewing the Event Profile and Sponsorship Application each Events Committee Member (includes MRV-ME participants) will rate the event on the following criteria.

- Each event will receive a tally. An average score will be determined. There is one vote per committee member, except in those cases where more than one share of the MRV-ME fund was purchased, in which case votes will be weighted equal to the number of shares purchased.

- Each criteria below carries a weight when scored.

- The marketing committee will vote (by proxy) on behalf of any MRV-ME member that does not submit a vote tally.

- There is a maximum of 28 point possible for an event. Committee Members will only entertain sponsorship possibilities which score at least an average of 14 points.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Value</th>
<th>Disagree</th>
<th>Disagree Somewhat</th>
<th>Neither Disagree/Agree</th>
<th>Agree Somewhat</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generates Overnight Visitors</td>
<td>50%</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Generates General Valley Business</td>
<td>25%</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Public Relations Value</td>
<td>16.66%</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Long-term Commitment &amp; Potential</td>
<td>8.33%</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>