



EVENT/PROJECT SPONSORSHIP APPLICATION

Name of project or event:	
Date(s) the project will run:	Amount Requested: \$

VISIT YOLO'S SPONSORSHIP PROGRAM

Visit Yolo is committed to increasing hotel nights in Davis, Winters, Woodland and unincorporated Yolo County. To this end, we offer sponsorships to events, conferences and other projects that occur in these communities.

ELIGIBILITY

Visit Yolo gives priority to multi-day events or projects that generate hotel nights, but may occasionally support other projects that show extraordinary value in promoting the communities within Yolo County to travelers and tourists.

Requirements: To receive a sponsorship from Visit Yolo, an event or project must:

- Take place in Davis, Winters, Woodland or unincorporated Yolo County
- Have a marketing/public relations plan to promote the project or event to visitors
- Promote to visitors from outside Yolo County
- Have mechanisms in place for measuring the success of the project, like website analytics
- Receive at least 50% of its funding from other sources besides Visit Yolo

Disqualified Projects: Visit Yolo does not sponsor the following types of projects:

- Projects that are controversial or in conflict with Visit Yolo's mission and values
- Events not open to the general public
- Political rallies, fundraisers or conferences
- Fundraisers or marketing projects for schools, libraries, scouts or other groups with a predominately local constituency
- Fundraisers to support individuals or families
- Events solely benefitting religious organizations
- Direct advertising for a specific business

TYPES OF SUPPORT: Visit Yolo can also provide non-monetary event or marketing support that may include the following:

- Negotiating with Yolo County hotels for hotel packages and room blocks
- Promoting the project through Visit Yolo's owned channels (website, newsletter, social media)
- Providing maps, brochures and/or promotional items to the project or event
- Sharing event planning tools and resources
- Assisting planners in finding appropriate venues inside the county
- Advising first-time event planners on logistics and marketing

Visit Yolo does not fundraise or solicit sponsors for events.

PLEASE PROVIDE THE FOLLOWING CONTACT INFORMATION

Contact(s) name:	Phone(s):			
Company name:	E-mail:			
Business address:	ST:	ZIP:		
Type of Business:	<input type="checkbox"/> Individual	<input type="checkbox"/> Non-Profit 501(c)___	<input type="checkbox"/> LLC	<input type="checkbox"/> Corporation
	<input type="checkbox"/> Sole proprietorship	<input type="checkbox"/> Other:		
Location of event or project, if applicable:				
How did you hear about this opportunity?				
Name of the authorized representative to sign your sponsorship agreement:				

EVENT INFORMATION

Name of project or event:	Date(s) of project or event:
Event website(s):	
Description of project or event:	
Describe your target audience or attendees:	
If this is an event, how many are expected to attend? _____ Is this a first-time project? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If no, how many years has this project occurred? ____ If an event, how many attended last year? _____	
What is your company or project’s social media following? Facebook ____ Twitter ____ Instagram ____	
How many website hits do you receive per month?	
How do you plan to promote and publicize your project or event?	
How do you measure the success of your project?	
Are you offering hotel accommodations? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you expect your contractors, attendees or users to stay in hotels? <input type="checkbox"/> Yes <input type="checkbox"/> No	

SPONSORSHIP INFORMATION

Amount Requested: \$	Date Needed By:
What sponsor benefits (such as brand placement, tickets, etc.) will you provide to Visit Yolo?	
How will you use the funds?	
List other sponsors:	

ATTACHMENTS

Please attach the following items to your application and email to mo@visityolo.com or mail to 132 E Street, Suite 200, Davis CA 95616:

1. Event budget
2. At least one example of your promotional materials
3. Your sponsorship program materials, if any
4. Analytics of the project's website and success measurements of previous projects if any
5. Any other items that may help Visit Yolo evaluate your project
6. **Questions? Call (530) 297-1900 or email mo@visityolo.com**

FOR OFFICE USE ONLY:

- Received
- Approved
- Paid
- Project Closed

SIGNATURE

Signature:

Print Name:

Date

Sponsorships are awarded once per quarter.

The deadlines for applications are:

September 15

December 15

March 15

June 15

Applicants are notified of awarded sponsorships approximately two weeks after the application deadline.