



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 who's 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: \_\_\_\_\_

MAILING 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, Retails 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)	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>	Other (Please define)	\$ _____
		<b>TOTAL</b>	<b>\$ _____</b>

## 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](mailto:rtimms@placertourism.com)  
W: [www.placertourism.com](http://www.placertourism.com)



## **Placer Valley Tourism Hotels**

### **Roseville**

Best Western Roseville Inn  
Best Western Plus Orchid Hotel & Suites  
Courtyard by Marriott Taylor Road  
Courtyard by Marriott Galleria  
Extended Stay America  
Fairfield Inn  
Hampton Inn & Suites  
Heritage Inn  
Hilton Garden Inn  
Holiday Inn Express Galleria  
Home2 Suites by Hilton  
Homewood Suites by Hilton  
Hyatt Place Roseville  
Larkspur Landing  
Residence Inn by Marriot Rocklin Roseville  
Residence Inn by Marriott Roseville  
SpringHill Suites by Marriott Roseville  
TownePlace Suites Roseville

### **Rocklin**

Comfort Inn & Suites  
Days Inn  
Holiday Inn Express Rocklin  
Rocklin Park Hotel & Spa  
Staybridge Suites  
SureStay Plus by Best Western

### **Lincoln**

Holiday Inn Express & Suites Lincoln



## Individual 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.

**Name on Reservation:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**City, State:** \_\_\_\_\_  
**Hotel Booked:** \_\_\_\_\_  
**Number of Nights** \_\_\_\_\_  
**Number of Participants staying in the same room** (including yourself) \_\_\_\_\_

### List of Hotels

Best Western Plus Orchid Hotel	Extend Stay America Roseville	Holiday Inn Express Rocklin/Galleria	Residence Inn Taylor Road
Best Western Roseville Inn	Fairfield Inn Taylor Road	Holiday Inn Express Roseville/Sun Splash	Residence Inn Freedom Drive/Top Golf
Comfort Inn and Suites Rocklin	Hampton Inn and Suites	Home2 Suites by Hilton	Rocklin Park Hotel and Spa
Courtyard Marriott Galleria	Heritage Inn Express Roseville	Homewood Suites by Hilton	Springhill Suites by Marriott
Courtyard Marriott Taylor/Sun Splash	Hilton Garden Inn Roseville	Hyatt Place Roseville/Galleria	Staybridge Suites Rocklin
Days Inn Rocklin	Holiday Inn Express Lincoln	Larkspur Landing Taylor Road	SureStay Plus Rocklin Best Western
			Towneplace Suites by Marriott



## Team 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.

**Team Name:** \_\_\_\_\_  
**Name on Reservation:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**City, State:** \_\_\_\_\_

<b>Hotels Booked:</b>	<b>Number of Rooms</b>	<b>Number of Nights</b>
<b>1.</b> _____	_____	_____
<b>2.</b> _____	_____	_____
<b>3.</b> _____	_____	_____
<b>4.</b> _____	_____	_____

### List of Hotels

Best Western Plus Orchid Hotel	Extend Stay America Roseville	Holiday Inn Express Rocklin/Galleria	Residence Inn Taylor Road
Best Western Roseville Inn	Fairfield Inn Taylor Road	Holiday Inn Express Roseville/Sun Splash	Residence Inn Freedom Drive/Top Golf
Comfort Inn and Suites Rocklin	Hampton Inn and Suites	Home2 Suites by Hilton	Rocklin Park Hotel and Spa
Courtyard Marriott Galleria	Heritage Inn Express Roseville	Homewood Suites by Hilton	Springhill Suites by Marriott
Courtyard Marriott Taylor/Sun Splash	Hilton Garden Inn Roseville	Hyatt Place Roseville/Galleria	Staybridge Suites Rocklin
Days Inn Rocklin	Holiday Inn Express Lincoln	Larkspur Landing Taylor Road	SureStay Plus Rocklin Best Western
			Towneplace Suites by Marriott