



Dear Event Organizer:

Placer Valley Tourism (PVT) 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.

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 Placer Valley region, 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 the Placer Valley region and the surrounding area.

Event Grant Application Guidelines

- Only completed applications will be considered.
- Completed applications must be received 30 calendar days prior to event.
- In order to apply, you may not have exclusive contracts with any hotel or 3rd party travel provider. However, booking through Expedia, Travelocity, or similar sites is acceptable.
- Only room nights generated at our 25 PVT hotels will count towards the final grant incentive. A list of PVT qualifying hotels can be found at <https://www.placertourism.com/hotels/>.
- The event(s) room nights total must meet a minimum threshold of 25 room nights in order to qualify.
- Applications may be received in person, by mail, email or fax.

Mailing Address:
Placer Valley Tourism
Attn: Deborah Villafaña
2204 Plaza Drive, Suite 110
Rocklin, CA 95765

Email: dvillafana@placertourism.com
Phone: (916) 773-5403
Fax: (916) 644-6039

If you have any questions or would like to discuss the event grant guidelines, please contact us.
We look forward to receiving your application.

Sincerely,

Deborah Villafana

Deborah Villafaña
Marketing Manager



Basic Event Grant Application

Application must be received 30 days prior to event.

Please return to Deborah Villafaña at dvillafana@placertourism.com or fax to (916)644-6039.

NAME OF EVENT: _____

NAME OF ORGANIZATION: _____

DATE(S) OF EVENT: _____

LOCATION(S) OF EVENT (facility name) _____

New Event

Established Event. List past 3 years of Event History.

Event Dates	Facility/Facilities	Hotel Room Nights Generated

CONTACT PERSON: _____ TITLE: _____

OFFICE: _____ MOBILE: _____ EMAIL: _____

WEBSITE: _____ SOCIAL MEDIA: _____

MAILING ADDRESS: _____

EVENT TYPE/DESCRIPTION: Sport

Exhibition/Tradeshow

Meeting/Conference

Frequency: Annual

Season from _____ to _____ Series

Other



ANTICIPATED ATTENDEE INFORMATION

Geographic area participants will be coming from _____

What percentage of attendees will **travel more than two hours** to arrive here? _____

Age Group _____

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

Adult Participants _____

Adult Spectators _____

Child Participants _____

Child Spectators _____

How many **estimated** hotel room nights in Placer Valley member hotels will this event generate? Must meet a minimum of 25 room nights to qualify. _____

CONTRACTS & AGREEMENTS

In order to receive a PVT grant, you must not have exclusive contracts with any hotel or 3rd party travel provider. This does not include travel sites such as Expedia, Travelocity, etc.

Do you currently have an **exclusive** agreement with a hotel or group of hotels for this event? Yes No

Will you be utilizing a **3rd party housing** company? Yes No

ROOM NIGHT INCENTIVE SCALE

A room night incentive based upon the scale below will be issued within 45 days after the conclusion of the event. The room nights total must meet a minim threshold of 25 room nights in order to qualify.

- Less than 100 room nights \$10 per room night
- 100 – 300 room nights \$12 per room night
- 301 – 1,000 room nights \$13 per room night
- 1,001 + room nights \$14 per room night



ORGANIZER TRACKING INCENTIVE

PVT will pay an incentive per verifiable room night in PVT member hotels. Tracking information includes specific hotel name, name of team/guest, number of rooms and number of nights. In order to receive the incentive, tracking must be verifiable and reach at a minimum 50% of what our hotels report.

- 300 room nights and below Additional \$2 organizer tracking incentive
- 301-1,000 room nights Additional \$3 organizer tracking incentive
- 1,001 + room nights Additional \$4 organizer tracking incentive

Are you willing to help track hotel room nights? Yes No

What is your preferred tracking method? PVT will provide resources to aid in your hotel tracking efforts.

Online Survey (shared via website, email, and/or social media)

Manual Tracking Form for Individual Participants

Manual Tracking Form for Teams

PLEASE READ AND SIGN BELOW

Incomplete or late applications will not be considered. Following the approval of your grant application, a grant agreement and accommodations link will be sent to you by a PVT staff member. I understand that the application review process requires a signed agreement and possibly 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. I understand PVT must be listed on my promotional materials and/or event website for hotel accommodations.

Signature: _____ **Title:** _____ **Date:** _____