Explore Sioux City – Partner Event Sponsor Program

**About the Program**

The Explore Sioux City Partner Event Sponsor Program are competitive matching reimbursement grants that promote the development and growth of overnight tourism in the Siouxland Region by fostering and funding marketing efforts of events, sporting events, programs and projects. The Explore Sioux City Partner Event Sponsor Program was established to enhance the economic impact of tourism in the Siouxland region. The program is designed to assist an organization in event operations or event marketing. Priority will be given to distinctive and creative projects or events that support the goals and mission of Explore Sioux City.

**Mission and Goals**

Explore Sioux City is the official destination marketing organization for the tri-state area of Iowa, Nebraska and South Dakota. We work to showcase our communities for visitors and residents as they explore everything Siouxland has to offer.

The Partner Event Sponsorship funds should support events that:

* Demonstrate a measurable community or economic benefit;
* Enhance Siouxland’s character and reputation for tourist activities;
* Attract new events or strengthen existing events marketing abilities;
* Generate additional transient guest tax for partner hotels and sales tax for the community.

**Policies and Procedures**

Tourism Grants are available to any organization marketing their project/event to attract visitors to the Siouxland area. Qualifying projects must meet the following criteria:

* Maximum grant award shall not exceed $10,000. Organizations are limited to one grant per award cycle.
* Preference will be given to marketing that is geared towards overnight room stays.
* Applicant will be notified of grant award via letter or email.
* An itemized project budget is required to be submitted with grant application.

**Application Process**

The application must be completed in full. If more space is needed, please attach additional pages or documents to the application. All applications must be mailed or delivered to:

Kristi Franz, Executive Director

Explore Sioux City

PO Box 2656

Sioux City, IA 51106

ExploreSiouxCiy.org

The Explore Sioux City Partner Grant Committee will review applications and determine eligibility. All awards are subject to scoring criteria and available funding.

**Project Development**

Explore Sioux City must be notified in writing as soon as possible if the applicant does not plan to use their approved funds. Grant funds must be used for the project for which they are requested.

All public notices and promotional materials for your project or event must acknowledge the sponsorship of Explore Sioux City and include the Explore Sioux City logo.

The recipient of the grant is responsible for all liability issues evolving from the activities of this project.

**Project Completion Report**

Projects must be completed within one year. A mandatory follow-up report is due within 30 days of completion of your project. Final report will include:

* Overview of the event outcomes.
* List of contracted hotels and number of rooms used.
* Attendance figures for the event, to include as much demographic information as possible.
* How Explore Sioux City was recognized (copies of all marketing materials, photos of signage, etc.)

Funds will be dispersed after acceptance of the report.

Eligible Projects for Funding:

* Expenses for hosting a destination event drawing attendees from outside the region and other states.
* Rental fees for event facilities.
* Graphic Design and/or Printing of Promotional Materials.
* Advertisements that market to visitors spending the night at Explore Sioux City Partner Hotels
* Brochure and Guide Distribution.
* Hats, shirts, banners, flags, and other promotional items will be considered if they are part of the marketing plan for distribution outside of the community, and/or as a part of advertising for an event or attraction prior to the event.
* The Grant may fund regional brochure or guide distribution through a professional distribution company. The distribution schedule shall be included in the application. A detailed description of the promotional materials design work and advertisement examples shall be included in the application.
* Other tourism related projects/activities.

Non-fundable items (including but not limited to):

* Marketing of local community events that promotes mostly to local citizens and is attended predominantly by local citizens.
* Association Memberships.
* Salaries and Wages.
* Program booklets, stationery, and membership solicitation literature.
* Cleaning Items.
* Concession Items.
* Prize Money.

***Final determination of fundable and non-fundable items is solely at the discretion of Explore Sioux City and the Explore Sioux City Event Partnership Grant Committee***

Explore Sioux City – Partner Event Grant Application

**Applicant Information**

Business/Organization Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Manager Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State: \_\_\_\_\_\_\_ Zip:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business/Organization Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Event Details:**

Event Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Event Date(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Have hotel room blocks been made? YES / NO If so, which hotel properties have been booked? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Will Explore Sioux City Partner Hotels be contracted first? YES / NO How many hotel rooms do you anticipate needing? \_\_\_\_\_\_\_\_

Event Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Description: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Is this an annual Event: YES / NO Years in existence: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Has this event received funding from the City of Sioux City or Explore Sioux City before? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If so, what amount was awarded? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you do not receive Explore Sioux City Partner Event Grant funding, will you still host the event? YES / NO

Estimated Event Costs: (Include breakdown of costs): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Grant Funds Requested: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Brief description how grant funds will be used: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Have you received other grant funding for the proposed event: YES / NO

If so, from whom and amount of additional funding received: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*By signing below I certify that all information contained herein is accurate and complete to the best of my knowledge*.

Signature of Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Printed Name of Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_