



Explore Siouxland – Partner Event Sponsor Program

About the Program

The Explore Siouxland 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 Siouxland 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 Siouxland.

Mission and Goals

Explore Siouxland 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 planner or 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 \$5,000. Organizations are limited to **one** grant per award cycle.
- Preference will be given to marketing that is geared towards overnight room stays.
- Applicants will be notified of grant awards 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:

Explore Siouxland
1119 4th St Ste 216
Sioux City, IA 51101-1930
www.ExploreSiouxland.com

The Explore Siouxland Partner Grant Committee will review applications and determine eligibility. All awards are subject to scoring criteria and available funding. Funding is granted on a first-come-first served basis. Once grant money has been allocated no more funding will be added.

Project Development

Explore Siouxland 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 Siouxland and include the Explore Siouxland 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 the fiscal year that they are awarded. 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.
- All necessary information requested on the follow up for the purposes of completing the economic impact calculator to determine the 'Return of Investment' of the event.
- How Explore Siouxland 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 Siouxland 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 brochures 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.

Explore Siouxland is dedicated to fostering an environment free from discrimination. We affirm our commitment to diversity, equity, and inclusion, and we do not discriminate on the basis of race, ethnicity, gender, sexual orientation, disability, or any other characteristic. Our programs, services, and opportunities are open to all, and we strive to create an inclusive space where everyone feels welcome, valued, and respected. Discrimination has no place in our organization, and we actively work towards ensuring equal opportunities for all individuals, embracing the diverse tapestry that makes the Sioux City Region unique and vibrant.

Final determination of fundable and non-fundable items is solely at the discretion of Explore Siouxland and the Explore Siouxland Event Partnership Grant Committee. All required paperwork for grant disbursement MUST be submitted to Explore Siouxland no later than June 15th of each fiscal year. Failure to submit required documentation will result in loss of grant funding.

Explore Siouxland – Partner Event Grant Application

Applicant Information

Business/Organization Name: _____

Event 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? _____

Will Explore Siouxland Partner Hotels be contracted first? YES / NO How many hotel rooms do you anticipate needing? _____

Partner Hotels contacted (*prioritization of Explore Siouxland partner hotels is required to receive grant funding*):

Avid Hotel _____ Courtyard Downtown Sioux City _____ Doubletree by Hilton _____ Hampton Inn North Sioux City _____

Hampton Inn North Sioux City _____ Hard Rock Hotel & Casino – Sioux City _____ Hilton Garden Inn _____ Holiday Inn Express

Dakota Dunes _____ Staybridge Suites _____ Stoney Creek Hotel _____ Warrior Hotel _____

Event Location: _____

Type of Event: (*please fill out completely to ensure funding will be awarded*)

Business Meeting: Association/Corporate Government SMERF (Social, Military, Education, Religious or Fraternal) _____

Convention: Association/Corporate Government SMERF (Social, Military, Education, Religious or Fraternal) _____

Trade Show: Association/Corporate Government SMERF (Social, Military, Education, Religious or Fraternal) _____

Festival/Cultural Event: Performing Arts (Concerts, Theater, Dance) Visual Arts (Crafts, Sculpture, Painting) _____

Film or Award Ceremonies Food/Drink

Other Cultural (Commemorations, Religious, Heritage, Special Interest, Parade)

Additional information required for Festivals and Event Characteristics:

Number of Attendees _____ Geographic Reach (the extent to which this event attracts out-of-town visitors) _____

Out of Town Share (of out-of-town visitors by percentage visiting from outside 50+ miles) _____

Overnight Share (of out-of-town visitors by percentage visiting from outside 50+ miles staying in paid accommodations) _____

Average Ticket Price _____ Residence of Artist (*if applicable*) Primarily Local Balanced Primarily out-of-town

Event Description: _____

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

Has this event received funding from the City of Sioux City or Explore Siouxland (fka Explore Sioux City) before? _____

If so, what amount was awarded? _____

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

Estimated Event Costs: (Include breakdown of costs): _____

Grant Funds Requested: \$ _____

Brief description how grant funds will be used: _____

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

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

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: _____

Date: _____