



Grant Sponsorship Program

Overall Funding Criteria:

- Must be a venue or property of the Visit Minneapolis North member cities
- Event must have a minimum of 10 guest room nights consumed
- Event must take place on or before December 31, 2009
- VMN must be reasonably recognized as a sponsor, commensurate with the level of the award, in the event's signage, advertising, or promotional materials

Eligibility:

Meetings & Conventions

- Must be a new event to the property no closer than 3 years
- *Weddings are not eligible for funding*

Sports

- To support and develop an event to a member facility
- To obtain an established event and fund a bid fee

Tourism

- To foster an event to a member city
- To cultivate a celebration or an event to promote the area and overnight lodging for individuals and groups related to tourism.

Procedures to apply:

- Complete and submit application to the VMN Senior Director of Sales via email at mark@visitminneapolisnorth.com before decision is needed (consideration will be made for application with a short turn around window)

Award Process:

- Funding decisions will be made by the Executive Director and
- Funding for Meeting & Convention is based on a maximum of \$15.00 per projected guest room nights consumed with a minimum of 10 guest room nights.
- Funding for Sports is based on event development to increase participants and *special consideration will be made for events taking place at off peak times*

Payment Structure:

- If 85% of the projected guest room nights are actualized than full payment will be dispersed after pick up report and evaluation have been completed. If less than 85% of guest room nights are consumed, payment will be made on the actual number picked up
- The amount of funding will be dispersed following completion of the event and when an **invoice for payment**, **pick up report**, and **evaluation report** has been received

and reviewed to the satisfaction of the Executive Director and based on available funds

- Funding is contingent upon the event reasonably occurring as proposed and reasonably with the proposed time. The applicant must notify VMN if significant changes are expected that would impact the event as proposed

Reporting and Measurement:

- VMN and property/organization will cooperatively measure the following items: guest room nights used, attendance, peak rooms used, and other information specified in the application form
- This program is an updated continuation of the 2007 program. A \$5,000 **per event** limit is set within the total amount of money budgeted per funding request.
- VMN Senior Director of Sales and Marketing will be primary contact
- This program will be evaluated by the VMN Board of Directors.



Sponsorship Application for Grant Funds

Please submit form to Visit Minneapolis North via email at mark@visitminneapolisnorth.com
All applications are reviewed by the Executive Director for consideration of grant funding.

Date of Application: _____/_____/_____

Organization Information

Name of Venue or Property requesting funds: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Email: _____

Are you partnering with any other property or accommodations: _____

Event Information

Name of Event: _____ Dates of Event: _____

Type of Organization:

Type of Event (circle one) National Regional State Local

Purpose of Event: _____

Would you like this event to be listed on the VMN Calendar of Events: _____

Estimated Attendance: _____ Estimated Guest Room Nights: _____

Venue used for the event: _____

Sponsorship Application for Grant Funds

History of Event

**special consideration will be made for first time events*

Locations of event over the past five years: 2006: _____ 2005: _____

History of attendance: 2006: _____ 2005: _____ 2004: _____

Guest Room Nights Pick Up: 2006: _____ 2005: _____ 2004: _____

Grant Request Information

Amount of Grant Dollar Request: \$ _____

Projected guest room pick up x \$15.00 = _____ with a maximum of \$5,000 total

What will the Grant Request be spent on? _____

How will VMN be recognized for providing sponsorship funds?: _____

What opportunity can Visit Minneapolis North receive from the sponsorship?

Comments: _____

Signature of applicant _____ / ____ / ____
Date

For office use only

Date of Application Received ____ / ____ / ____ Date Reviewed by Exec Dir. ____ / ____ / ____

Estimated Guest Rooms Projected: _____

Decision: _____

Actual Guest Rooms Picked Up: _____ Funding Rewarded: \$ _____