MACON GEORGIA

450 MARTIN LUTHER KING JR. BOULEVARD · P.O. BOX 6354 · MACON, GA 31208
478-743-3401 · 800-768-3401 · VISITMACON.ORG

VISIT MACON CONVENTION & MEETING SPONSORSHIP PROGRAM

SUMMARY

OBJECTIVE

The Visit Macon Sponsorship Program is designed to help create, attract, and grow high quality conventions, meetings, and events which stimulate the Visit Macon economy through increased visitor spending and advancing the quality of life for our residents. The Sponsorship Program has been designed to encourage local, state, regional, and national organizations to create, attract, and grow events in Macon, Georgia by assisting with start-up expenses. All sponsorship awards will be made subject to availability and must be used for events within the fiscal year (07/01-06/30).

Sponsorship money can only be used to help offset bid fees, facility/site costs, municipal services, or a detailed marketing plan to attract potential out of town participants. Events must take place within Macon Bibb County to be considered for funding.

(PLEASE NOTE): Unless otherwise specified, Visit Macon is strictly a financial contributor to the event and in no way shall Visit Macon be considered a promoter or co-sponsor of the event, and therefore, will not be responsible for any debts incurred by a rights-holder or co-sponsors for such events.

APPLICATION PROCESS

PLEASE READ CAREFULLY THE ENTIRE ATTACHED PACKET OF INFORMATION AND COMPLETE THE APPLICATION ACCORDING TO THE FOLLOWING INSTRUCTIONS:

1) Review the Visit Macon Sponsorship Program Guidelines to ensure that your project or request falls into the basic parameters of allowable expenditures. Applications are good for the fiscal year in which the event ends (7/1-6/30). If you have multiple year projects, you must submit separate applications for each fiscal year.

2) Complete thoroughly the Sponsorship Application. Attach as much background information as possible to better acquaint Visit Macon with your application request and event history. Be sure to answer all questions.

3) In order for Applications to be presented for the approval by Sponsorship Committee (Committee), all applications must be submitted a minimum 30-days before the start of the event. Any requests received with less than a 30-day window may not be reviewed by the committee.

CHARLOTTE MOODY
Director of Sales

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478.787.5968
cmoody@visitmacon.org

4) Submit applications via mail or email to our Group Sales Manager, Charlotte Moody; contact information below:

5) After receipt of your Application the Visit Macon Sales Team will review the application before presenting to the Committee for review and approval.

   If your application has missing information or appears to not meet the established standards, you will be notified within 5 business days of receipt of the application. Applicants will be advised of the specific additional information needed.

6) The Committee will make the final decision for all funding allocations. Once your proposal comes before the Committee, you will be notified within 5 days as to the actions taken by the Committee.

7) Within 30 days of approval of the sponsorship, 50% of the funding will be awarded to the recipient organization. The final 50% will be paid within 30 days following approval of the Post Event Report. If an organization is less than 30 days out from their event when they receive approval from the Committee all funds will be paid AFTER the Post Event Report is received.

Notwithstanding any other provisions in these Guidelines, no event is "entitled" to receive sponsorship funding from Hotel Tax Revenues, and the decision to recommend the award or to not recommend the award of sponsorship for an event, and the amount of any such funding to be awarded, rests in the sole discretion of the Committee and Visit Macon staff.

FINANCIAL GUIDELINES AND DOCUMENTATION

As you complete the application and gather documentation, please keep in mind the following guidelines which the Committee will use in reviewing applications.

1) The recommendations by Visit Macon staff and the final decision by the Committee to award or not to award sponsorship funding to an application will be based primarily on the following factors:
   a. The extent to which the event would promote and provide exposure outside of Macon-Bibb County with regards to Macon's appeal as a convention and meeting destination.
   b. The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation with Macon-Bibb County.
   c. The extent to which the event is anticipated to enhance direct spending through increased tourism activity in Macon-Bibb County.
   d. The extent to which the event has potential for future growth
   e. Provided Event Budget (revenue/expense report)

2) Events must take place within Macon-Bibb County to be considered for funding

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3) One organization can apply for event sponsorship funding for multiple events, provided that separate applications are submitted for each event. Applications are valid only for the fiscal year in which the event ends and cannot be used toward different events.

4) Funds SHALL NOT be granted for normal and routine operation and administrative expenses normally paid by the organization, association, or agency conducting the event.

5) Payment of the award will only be made to the applicant organization, association, or agency approved for receipt of sponsorahip funds. NO payment will be made directly to vendors or individuals, or to any party other than the application.

6) Each application form must:
   a. Be completely filled out (VISIT MACON SPONSORSHIP APPLICATION)
   b. Be signed by an authorized officer or agent of the applicant organization with respect to all aspects of the application process (VISIT MACON SPONSORSHIP CERTIFICATION)
   c. Provide financial information detailing all proposed expenses associated with the use of the Visit Macon Sponsorship Funds.
   d. Provide details of all sponsorship packages (including all sponsor financial levels and sponsor benefits) made available to potential event sponsors by the applicant organization
   e. A comprehensive list of all hotels being used in Macon-Bibb County by the event including dedicated room blocks reserved. If dedicated hotel room blocks have not been obtained the group must provide details of its plan for obtaining blocks, identifying and promoting “preferred” hotels for its participants and how the group will determine the actual usage (pickup) of hotel rooms/room nights by event participants and/or attendees

7) Room nights and direct spending will be verified by Visit Macon staff to the extent possible and future sponsorship and/or promotional funding for events conducted by the same organization, association, or agency may be contingent on the percentage of room nights actualized.

8) All recipients awarded funding must display the Visit Macon Logo on materials, and include Visit Macon as a sponsor in all promotional and supporting literature including program books, print and electronic advertising, and in-facility promotions.

9) Sponsorship awards shall be expense specific and may only be used for event expenses specified below unless otherwise approved in advance by Visit Macon and the Committee.

EXAMPLES OF ALLOWABLE EXPENDITURES
Bid Fees
Facility/Site Costs

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Municipal Services
Advertisement and Promotion of the event
Cost associated with Host Hotel including applicant covering staff rooms
*This may include cost of requested COMP ROOMS if hotel cannot provide the room at no cost

EXAMPES OF NON-ALLOWABLE EXPENSES

Taxes cannot be reimbursed
Annual operating expenses that are not directly related to the event
Staff salaries for event planning and operations
Any other expenses that are not allowable under Georgia Law

POST EVENT PROCESS

The final Sponsorship payment will be disbursed only upon completion of the event and all related activities and after submission of all required documentation to Visit Macon no later than 45 calendar days following completion of the event. Documentation must include:

1) Invoice for the amount awarded
2) W-9 for applicant agency
3) Post Event Report (optional guide provided). Must Include
    a. Brief summary of event including positives and negatives
    b. Total attendees and room nights used
    c. Final event financial information including expenses associated with sponsorship funding awarded
    d. Future events for Macon, GA
4) If the applicant's event fails to materialize, a full reimbursement of the initial payment must be made within 30 days of officially cancelling the event.

Disbursement of all funds by Visit Macon to the recipient agency will follow accepted accounting practices of Visit Macon and the Visit Macon Board of Directors.

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APPLICATION

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APPLICANT INFORMATION

Name of Organization: _____

Name of Event: _____

Event Dates: _____

Event Contact: _____

Phone: _____ **Email:** _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Organization EIN: _____

EVENT DESCRIPTION

Scope of Event (Check One): _____ **Local** _____ **State** _____ **Regional** _____ **National**

Event Location/Facility: _____

Has the facility been secured? In Negotiation _____ **Contract Signed*** _____
If contract is signed please provide a copy with application

Number of Attendees: _____

Number of Spectators Expected: _____

What is the total estimated room nights of the event: _____

DESCRIPTION OF EVENT

Please attach pages as required to include complete details of this project and the anticipated benefits to be received as it relates to:

A) The extent to which the event would promote and provide exposure outside Macon-Bibb County with regards to Macon as a Convention and Meetings Tourism location

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B) The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation within Macon-Bibb County, including the number of Macon-Bibb County hotel room nights anticipated and a list of all properties to be used
C) The extent to which the event is anticipated to enhance direct spending through increased tourism (visitor) activity
D) A budget of anticipated revenues and expenses including details of how the Sponsorship Funds are proposed to be used (See Exhibit A)
E) Marketing and Advertising Plan
F) How you will track, evaluate, and report the success of your event

SPONSORSHIP OPPORTUNITIES

Please provide a copy of your sponsorship packet and describe the attempts that you have made with other sources to secure the funding necessary for this project including all sponsorship opportunities that are being made available.

Amount Requested: _____

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EXHIBIT A: PROJECTED BUDGET

PROJECTED REVENUE	

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Registration Fee	
Ticket Sales	
Concession Sales	
Souvenir Sales	
Sponsorships (not including grant)	
Parking	
Grants/Donations	
Other Revenue	
TOTAL PROJECTED REVENUE	

PROJECTED EXPENSES	
Venue Cost	
Travel	
Housing	
Food/Concession Supplies	
Rights/Sanctions Fees	
Officials	
Awards	
Equipment	
Insurance	
Labor	
Marketing/Promotions	
Administrative Costs	
Other	
TOTAL PROJECTED EXPENSES	
PROJECTEDTOTAL SURPLUS	

Visit Macon Sponsorship Intended Spending: _____

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CERTIFICATION APPLICATION

I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that Visit Macon in making an award for special promotions or other purposes, does not assume any liability or responsibility for

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the ultimate financial profitability of the event for which the funds are awarded. Visit Macon, unless specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such events.

The parties also fully understand that Visit Macon has no legal capacity to contract and any commitment for the award of grant funding for the event shall be between the organization, association or agency conducting the event and their contracted venue and service providers.

All third parties are hereby put-on notice that Visit Macon will not be responsible for payment of any costs or debts for the event or incurred by said third party.

Funding recipients assume all risks incident to, or in connect with, its purpose to be conducted under or pursuant to the Event/Project, and shall indemnify, defend, and save Visit Macon and Macon-Bibb County harmless from damages, losses, or injuries of whatever nature or kind to persons or property arising, directly or indirectly out of funding recipients' operations or arising, directly or indirectly out of funding recipients' operations or arising from acts or omissions of its agents, employees or subcontractors.

_____

(Print Name of Authorized Agent)

_____

(Title of Authorized Agent)

_____

(Signature of Authorized Agent)

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