



Dear Event Organizer:

Placer Valley Tourism 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 community, PVT is committed to supporting and facilitating event organizers who's 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 Placer Valley and its surrounding area.

**Event Grant Application Guidelines**

- Only completed applications will be considered. Supporting documentation welcome.
- Completed submissions must be received 45 calendar days prior to event.
- In order to apply, you must not have exclusive contracts with any hotel or 3<sup>rd</sup> party travel provider.
- 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/>.
- 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](mailto:dvillafana@placertourism.com)  
Fax: (916) 644-6039

We encourage discussing your event with our staff prior to applying. We may contact you for further information or request a meeting to review your submission. We look forward to receiving your application.

Sincerely,

Deborah Villafaña  
Marketing Manager



# PLACER VALLEY

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## Event Grant Application

*Extended Version*

*Application must be received 45 days prior to event.*

*Please return to Deborah Villafaña at [dvillafana@placertourism.com](mailto:dvillafana@placertourism.com) or fax to (916)644-6039.*

NAME OF EVENT: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

DATE(S) OF EVENT: \_\_\_\_\_

\_\_\_\_\_

LOCATION(S) OF EVENT (facility name): \_\_\_\_\_

\_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

OFFICE: \_\_\_\_\_ MOBILE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

\_\_\_\_\_

What is the amount of financial support you are requesting? \_\_\_\_\_

\_\_\_\_\_

Has PVT provided support to this event previously? If so, please list the years and amounts: \_\_\_\_\_

\_\_\_\_\_

EVENT TYPE/DESCRIPTION: Sports \_\_\_\_\_ Exhibition/Tradeshow \_\_\_\_\_ Meeting \_\_\_\_\_

\_\_\_\_\_

Frequency: Annual \_\_\_\_\_ Season from \_\_\_\_\_ to \_\_\_\_\_ Series \_\_\_\_\_ Other \_\_\_\_\_

New Event \_\_\_\_\_ Established Event \_\_\_\_\_ Number of years event has been held \_\_\_\_\_



List most recent past 3 years of **Event History**.

Event Dates	Facility/Facilities	Hotel Room Nights Generated

**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 will generate?** \_\_\_\_\_

**Do you currently have an exclusive agreement with a hotel or group of hotels for this event?** \_\_\_\_\_

**Will you be utilizing a 3<sup>rd</sup> party housing company?** \_\_\_\_\_

**Will you track room nights?** (Where participants stayed, how many rooms, how many nights) \_\_\_\_\_

**Describe the Marketing Plan for the event.** (Include all media, timelines and examples of promotional efforts beyond the Placer Valley footprint.) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**What Social Media presence does your organization and/or the event currently have? Provide links.**

Facebook \_\_\_\_\_ Instagram \_\_\_\_\_

Twitter \_\_\_\_\_ Event-dedicated Website \_\_\_\_\_



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Does this event generate national/regional Media or other Branding opportunities? If so, please specify.

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What is this event's Growth Potential and how can it be achieved?

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## PROJECTED INCOME & BUDGET

INCOME		EXPENSES	
<b>Earned Income</b>		<b>Administration</b>	
<i>(Tickets, Retail, Entry Fees, etc.)</i>		<i>(Payroll, Permits, Postage, Copies, etc.)</i>	
<b>Concessions</b>		<b>Marketing/Public Relations</b>	
		<i>(Ads, Radio, Posters, Signs, etc.)</i>	
<b>Soft Dollar Trades</b>		<b>Prizes</b>	
<i>(Lodging, Marketing, etc.)</i>		<i>(Trophies, Medals, Cash, etc.)</i>	
<b>Sponsors</b>		<b>Souvenirs</b>	
<i>(Pending or Confirmed)</i>		<i>(Apparel, Hats, Toys, etc.)</i>	
<b>Grants</b>		<b>Operations</b>	
		<i>(Rental fees, cleaning/trash, por-a-lets, judges, etc.)</i>	
		<b>Food &amp; Beverage</b>	
		<i>(Catering, meals, water, ice, etc.)</i>	
<b>Other (define)</b>		<b>Other (define)</b>	
<b>TOTAL</b>		<b>TOTAL</b>	

## PLEASE READ AND SIGN BELOW

Applications received after the designated deadline and/or incomplete will not be considered. I understand that the application review process may require 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.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_