



Yarmouth Room Levy Group, Application for Special Event Sponsorship

Yarmouth Room Levy Group Mission Statement

To increase the number of room nights sold within the Town and Municipality of Yarmouth, Nova Scotia through marketing. Yarmouth will be promoted in conjunction with the “Yarmouth & Acadian Shores” brand. By promoting the entire “Yarmouth & Acadian Shores” region, it ensures sufficient critical mass to attract visitors to the region.

Funding Source

The Yarmouth Room Levy generates approximately \$100,000 per year. The money is generated through a fund that collects \$2 per night on all rooms rented in properties that have 20 or more rooms. These properties are located within the Town and Municipality of Yarmouth, Nova Scotia. A portion of the total monies raised per year can be allocated towards special event sponsorship.

Description of Program

The Yarmouth Room Levy Group is charged with increasing the number of room nights sold within the Town and Municipality of Yarmouth. Special Event Sponsorship is allocated to facilitate events within the Town and Municipality of Yarmouth that have the ability to attract overnight guests.

Sponsorship Eligibility

Applying organizations must be located within the Town or Municipality of Yarmouth and be recognized as a not-for-profit organization. They must operate an event which is designed to bring overnight visitors to the Town and Municipality of Yarmouth, Nova Scotia. Events will bring in a minimum of 200-250+ room nights per night are encouraged to apply.

Sponsorship Amount

The total fund available for special event sponsorship for 2009 is \$10,000. This amount may vary from year to year, and will be evaluated annually. Although there is no recommended cap on individual grants, the room levy group will recommend allocation of funds based on the merits of the proposal, the selection criteria and the number of applicants. **All applicants should be aware that the full amount requested may not be funded, and that all applications may not be funded. The room levy group reserves the right to not allocate the full \$10,000 within the special event fund.**

Selection Timeline:

- Applications for funding are accepted twice throughout the calendar year. Application deadlines are January 31st and June 30th.
- Organizations are encouraged to apply for the January funding deadline, as funds may not be reserved for the June deadline.
- For the inaugural 2009 funding year, initial application deadline of April 15th is set, with a decision deadline of April 22nd. Applications will also be received for the June 30th deadline.

Special Events Fund Criteria

In addition to the basic criteria outlined previously, all qualified applicants will be reviewed and judged by the following criteria for sponsorship priority and amounts:

1. Potential to generate overnight stays within the Town and Municipality of Yarmouth
2. Repeat or one-time event
3. Season within which event occurs
4. Number of participants anticipated
5. Length of event
6. Origin of participants (i.e.: local, regional, national, international)
7. Anticipated overall direct impact
8. Ability to measure economic impact
9. New or existing event

Accountability:

- 50% of sponsorship amount to be disbursed upon acceptance of sponsorship
- Remaining 50% of sponsorship to be disbursed upon successful completion of event and 1 page event evaluation document.

Acknowledgement

As acknowledgement of the support received, the Yarmouth Room Levy Group will receive the following:

- The right to produce and distribute a news release including the name of the fund recipient, the name of the event and details of the event
- The right to display a Yarmouth & Acadian Shores banner at the event site
- The distribution of the Yarmouth & Acadian Shores welcoming letter, lure brochure, map, and guide as well as the Yarmouth Walking Tour brochure, to all event delegates within their welcome kit.
- A link on the event's website to www.YarmouthandAcadianShores.com
- Include the Yarmouth & Acadian Shores logo as a sponsor and the phrase "funded in part by the Yarmouth Room Levy Group" in any printed promotional materials for the event.
- Other promotional opportunities as agreed by the event's management and the Yarmouth Room Levy Group

Office Use Only

Rcv'd by SWSDA

Signature: _____

Date: _____



Application for Special Event Sponsorship

Before submitting this application, please review the Special Events Funding Criteria and the quick check list for funding eligibility.

Successful applicants will support the Yarmouth Room Levy's mission to increase the number of room nights sold within the Town and Municipality of Yarmouth, Nova Scotia.

Event Name: _____

Submitting Organization: _____

Project Director & Title: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Email Address: _____

Website: _____

Location of Event: _____

Date(s) of Event: _____

Anticipated Attendance at Event per day: _____

Anticipated room nights sold, per night, at event: _____

Total Anticipated Attendance at Event: _____

Total Anticipated Overnight Stays at Event: _____

Anticipated origin of event participants (not performers or moderators):

- Tri-County Provincial Maritime
 National U.S.A. Other International: _____

Is this a one-time or repeating event? _____

Is this a new event? Yes or No _____

Special Event Funding Amount Requested: _____

Total Event Budget: _____

1. Summary of Event:

2. Description of how Event will attract overnight guests:

3. Proposed marketing plan for Event

4. Anticipated media coverage of Event:

5. Itemized list of how special event funding will be used

6. Anticipated overall direct impact of event

7. Ability to document and measure impact

8. Please attach a proposed budget outlining revenues and expenses.

Signed: _____

Organization: _____

Date: _____

Please forward completed application to:

Attn: Julie Walters

Tourism Development Officer, South West Shore Development Authority

P.O. Box 131

Yarmouth, Nova Scotia

B5A 4B1

Or fax to: (902)-742-3107

Or email to: jwalters@swsda.com

Questions? Please contact Julie Walters at 902-742-0497.