



EVENT SPONSORSHIP APPLICATION

Newton Convention & Visitors Bureau

PROGRAM GOALS

The Newton Convention & Visitors Bureau offers assistance to groups, organizations, and non-profits who offer programs that will enhance the tourism environment for the City of Newton.

Goals of the program include:

- Increasing overnight stays at Newton hotels;
- Promoting a positive image and increased visibility of Newton's attractions and events;
- Increasing expenditures by visitors to Newton;
- Providing programs and activities beneficial to drawing additional tourists.

Applications are due at least one month prior to the date of the event for which funding or support are being requested. Grants will be awarded to those engaged in the promotion of a convention or tourist-related special event.

REGULATIONS

Those eligible to apply include any group, organization, or nonprofit conducting a program in Newton. Such parties may apply for assistance according to the following:

- Generally, funds are provided to help promote, advertise, or market the event or activity and, in turn, increase occupancy rates in Newton hotels.
- Projects must promote out-of-county visitors and have more than a local impact.
- Projects should enhance Newton's image as a visitor or group destination or as a convention site.
- Projects should be tourism-related or enhance Newton's ability to attract a convention.
- Credit must be given to Choose Newton or Newton Convention & Visitors as directed below in the section on Logos and Taglines. All applications must use the logo and taglines appropriately. Failure to properly credit Choose Newton and Newton Convention & Visitors Bu-

reau may result in the denial of future grant applications.

■ Applicants must provide evidence that the Choose Newton/Newton Convention & Visitors Bureau logo and/or taglines were used properly. ***Such evidence must be provided to the CVB office along with a report on the event and how the funding was used within thirty days after the event.***

■ Please be advised that a grant may be awarded for less than the amount requested or not at all, depending on the number of applications received and the appropriateness of the applications.

■ Approved grants will be paid only to the grantee. No direct billing to contractors or vendors is allowed.

LOGO AND TAGLINES

PRINT: For magazine ads, newspaper ads, rack cards, brochures, programs, direct mail pieces, and other print marketing, please use the proper logo for Choose Newton/Newton Convention & Visitors Bureau. This is to be obtained from the Convention & Visitors Bureau.

DIGITAL: On websites, use the proper logo for Choose Newton/Newton Convention & Visitors Bureau and if possible link the website via click-through from the logo or a line for Choose-Newton.com. Social media posts also should include the website address with a click-through and #ChooseNewtonKS.

RADIO taglines must read: "Sponsored in part by Choose Newton/Newton Convention & Visitors Bureau. Choose-Newton.com" (read as "visit Choose-dash-Newton dot com")

TELEVISION commercials shall either show the proper logo for Choose Newton/Newton Convention & Visitors Bureau and web address (Choose-Newton.com) or read "Sponsored in part by Choose Newton/Newton Convention & Visitors Bureau. Choose-Newton.com (read, "visit Choose-dash-Newton dot com").

Allowable Expenses

- Print ads
- Digital advertising, digital newsletters
- Social media
- Billboards
- Radio advertising
- Print guides/magazines with no advertising or sponsorships sold
- Website specific for the event in Newton (may include one-time design or annual fee for domains).
- Photo and video (required to submit three photos and/or one video from service that may be used by Newton Convention & Visitors Bureau for marketing purposes)
- Graphic design of advertising materials

Not Allowable

- Items for resale
- Advertising on behalf of sponsors
- Sale of sponsorship space within items or medium paid for with lodging tax funds
- Food items for sponsors, volunteers or staff
- Giveaway items such as t-shirts, hats, cups, etc.
- Donations, including pass-throughs to other charitable organizations

Not Preferred

- Event operations

Other CVB Services

In addition to financial support for an event, the City of Newton and the Newton Convention & Visitors Bureau have additional programs that can help in the coordination and promotion of events if appropriate for the event.

Contact City Hall for a separate event form if the event seeks: placement of flags on Main Street; closing of streets; sanitation services; or other services of fire, EMS, law enforcement or public works.

WEBSITE/DIGITAL SERVICES

TravelKS.com: Newton CVB can post and update listings on the official travel website for the State of Kansas.

Choose-Newton website: Newton CVB manages the calendar of events on the Choose-Newton website. Also, a landing page can be created on Choose-Newton specific to events to provide information about lodging, dining, retail, attractions.

Both sites use small images or logos that can be provided along with event information to Newton CVB.

Social Media: Newton CVB can post items to the Choose Newton Facebook, Twitter and Instagram pages.

PRINT PRODUCT SERVICES

Visitors Guides: Events can be listed in the annual printed Visitors Guide as long as details are provided to the Newton CVB ahead of the publication deadline.

News Releases: Newton CVB can create and/or distribute news releases to its media contact list on behalf of an event.

Rack Cards: If an event provides Newton CVB with appropriate printed materials such as rack cards, those items may be placed at display kiosks at City Hall, Back Alley Pizza, Bethel College, the Amtrak station, Holiday Inn Express, Comfort Inn.

Best of Newton Photo Calendar: Each month offers an opportunity to promote an event in the strip below the calendar grid, which is made available to 1,500 people.

OTHER SERVICES

Goody Bags: Newton CVB can prepare goody bags with Choose Newton promotional items for large groups and make promotional materials available for distribution at events. The goody bags and materials available may include Visitors Guides, pens, lapel pins, stickers, magnets, stadium cups, and other items.

CVB presence at events can include Choose Newton banners, a train banner, a historic downtown banner as well as a pop-up tent to distribute items.

Newton Convention & Visitors Bureau Grant Application Form

The City of Newton Convention & Visitors Bureau will accept applications for organizations seeking funds to promote local events and activities which have a direct convention and tourism benefit to the community. Requests for grants for “brick and mortar” projects and “for-profit” activities are normally not accepted. Applications are due one month prior to the date of the event for which funds are being requested.

Please fill out the information below and return to the Newton Convention and Visitors Bureau at City Hall, 201 E. 6th Street. Questions concerning the Grant Application can be directed to Toby Carrig at 316-284-3642 or tcarrig@newtonkansas.com.

Event: _____ Date of Event: _____

Organization Name: _____

Contact Person(s): _____

Address, City, State, Zip: _____

Phone Number: _____ Email: _____

Is this or will this be an annual event? Yes No Did you receive funding last year? Yes No

1. Program Budget

1a. Total Budget Expenses for Event

\$ _____

1b. Amount being requested from Newton CVB

\$ _____

1c. Other Contributions/Revenue to Project/Activity

\$ _____

(Include a copy of the revenue and expenses for the event, if available, with a highlighted area for intended use of Newton CVB funds.)

1d. Please describe additional support that will be used for this project/activity including in-kind donations, cash, labor and support from other community organizations:

1e. How will the funds received from Newton CVB be spent?

Examples: Newspaper advertising (Publication name), \$45; Brochure/flyer printing (Number printed and Distribution Plan), \$225; Social Media Campaign (Platform), \$50.

**Newton Convention & Visitors Bureau
Grant Application Form — 2**

2a. Briefly describe the project/activity for which you are requesting funds:

2b. How does this project/activity promote a positive image and increased visibility of Newton's attractions and events?

3. Number of Participants

3a. How many vendors, volunteers, staff members will be working at the event? _____

3b. What percentage are from outside Harvey County? _____

3c. How many spectators or other participants will attend the event? _____

3d. What percentage are from outside Harvey County? _____

3e. What methods do you use to measure the attendance and the geographic reach? Do you charge admission? Do you collect any data on visitors?

4. How will you attempt to attract out-of-town guests to your event.

**Newton Convention & Visitors Bureau
Grant Application Form — 3**

5. Hotels and Lodging

5a. Please indicate which of the following apply and explain further if applicable.

____ A hotel block of ____ rooms has been or will be arranged for this event. (Specify hotel if known)

____ It is expected that around ____ rooms will be reserved by those who attend the event.

____ It is possible that up to ____ rooms may be reserved by those who attend the event.

____ The event has an unknown impact on lodging

6. Other Economic Impact

6a. What other areas (restaurants, retail, attractions) do you believe will be affected by this event? How are event organizers encouraging visitors to partake in other amenities in Newton?

7. How will you credit Newton Convention & Visitors Bureau in your advertising or at the event?

Thank you for taking the time to provide the Newton Convention & Visitors Bureau Advisory Board with this information to assist in the decision-making process.

Newton Convention & Visitors Bureau Tourism Grant Application Analysis



Event Title: _____

Applicant (Organizing Group): _____

Date Received: _____ Event Date: _____

Funds Requested: _____ Funds Awarded: _____

CATEGORY	4	3	2	1	Score
Budget	Budget plan is thorough and demonstrates how the Newton CVB funds will be used to benefit the event and community.	Budget does not include complete details on expenses, but it does show how CVB funds will be used.	Budget detail is minimal or nonexistent, but organizer does have a plan for use of CVB funds.	Budget lacks necessary information, and there is no plan for appropriate use of CVB funds.	<input type="text"/>
Event Description/ Purpose	Event plan is detailed and the purpose of the event fits in with goals to promote tourism in Newton.	Event concept is in place but perhaps not all the details; event shows potential to benefit Newton.	Event either still needs more detail or is questionable in terms of its impact for tourism in Newton.	Event does not fit in with the mission of Newton CVB to increase tourism.	<input type="text"/>
Raising City's Awareness	This event has national reach and could result in earned national media coverage in addition to paid advertising.	This event has regional reach and may include earned/paid media coverage beyond Kansas.	This event may earn regional coverage in South Central Kansas, including the Wichita market.	This event is not likely to earn media attention outside of Harvey County.	<input type="text"/>
Number of Visitors	Thousands of visitors expected over multiple days to participate or spectate, with opportunities to have activities in Newton.	Thousands of visitors over a single day or a hundred-plus visitors over multiple days, possibly time for site-seeing.	Maybe a hundred-plus visitors for single-day event.	No estimate or documentation showing how many people may visit Newton	<input type="text"/>
Lodging	Several hotel rooms needed for the event; arrangements have been made to secure block(s).	Fewer than 20 hotel rooms needed for the event; arrangements made with hotel(s).	Hotel rooms may be needed; organizer has not yet made formal arrangements.	No hotel rooms or just a few rooms may be reserved without formal arrangements.	<input type="text"/>
Economic Impact For Newton	This event will have a significant impact on restaurants and businesses, possibly over multiple days.	This event will have either a noticeable impact over a short period or moderate impact over several days.	This event will have some impact for restaurants and businesses, likely limited to one day.	Little or no significant impact expected.	<input type="text"/>
Newton CVB Recognition	Organizer has detailed marketing plan (TV, radio, print, digital, etc.) that will showcase Choose Newton/CVB.	Choose Newton/CVB is among several sponsors recognized in marketing materials, or marketing plan is limited.	Organizer will have limited marketing materials, may make announcements at event or other means of recognition.	No plan shown to recognize Choose Newton/CVB.	<input type="text"/>

A score greater than 21 makes an event eligible for 100 percent funding based on current available funds.
Applications scored at 7 will not receive funding but may receive the services available through the Newton CVB in a partnership.

TOTAL SCORE	<input style="width: 100px; height: 40px;" type="text"/>
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