



Date Received: _____

Event Funding/Sponsorship Support Application Guidelines
(Updated 7/15/19)

Funding is available to assist groups and organizations with events that will bring visitors to Lawton. There are two types of funding available and they are SPONSORSHIP and EVENT FUNDING. The CVB Advisory Council reviews applications for funding and provides recommendations to the Chamber's Executive Committee and Board to allot funding. Preference is given to those events which produce a significant number of hotel room nights in Lawton.

Who Can Apply?

All organizations, including non-profit and for profit, may apply. Applications must be submitted by event organizers and may not be submitted by the host hotel or facility on behalf of the event organizers.

When Should Applications Be Submitted?

Application must be submitted at least 90 days prior to the event date, and at least 14 days prior to the Advisory Council meeting date in which it will be reviewed. The CVB Advisory Council meets the second Wednesday of every month.

What Must Be Included with Applications?

Applications must be complete to be reviewed and **must contain the event budget, the marketing plan, and income/expenses/profit/loss expectations**. Incomplete applications will not be considered. A host hotel should be identified, or a rate-only designation must be provided by area hotels to allow tracking of room nights. **If you are seeking sponsorship you must include your sponsorship form.**

What Are Acceptable Uses for Funds Received?

The application specifies the following suggested uses for funding – Facility Rental, Advertising, Marketing, Hospitality Services and Other. **Applicants must be specific about their intended use and the use cannot be changed.** Some follow-up documentation may be required for certain funding uses.

What Is the Process to Receive Funding?

1. Applications will be reviewed by CVB Advisory Council.
2. CVB Group Specialist will contact the group regarding review and determine if additional documentation is needed.
3. Applicant may attend council meeting to answer questions about event.
4. Advisory Council will review and make a recommendation to the Executive Committee.
5. The Executive Committee will review and make a recommendation to the Board of Directors.
6. The Board will review and funds, if any, will be authorized.
7. Once funding has been approved it can not be changed in any manner.
8. CVB will contact applicant to advise them of final decision.

When Will Funds Be Received by Applicant?

The CVB will request funds 30 days prior to event. Occasionally, requests will be made for proof of advertising, actual hotel room nights, etc. before funds are released. Funding will be paid directly to facilities or service providers rather than directly to the applying organization. Funds may go to the applying organization with Board approval.

Post Event Reports

All organizations receiving funds are required to submit the Post-Event Report, which is part of the application, and return to the CVB within 30 days following the event. The CVB may request additional information prior to sending the report to the Council **Organizations who do not submit the required documentation within the specified timeline will not be eligible for future funding.**

Convention and Visitors Bureau Event Support Application

EVENT INFORMATION

Event Name _____

Date Event Begins _____ Date Event Ends _____

Brief Narrative Description _____

EVENT HISTORY

Date of Last Event _____ Number of Years Previously Held _____

Location and Host Hotel of Last Event _____

VISITOR INFORMATION

Anticipated Visitor Attendance

Local <i>Within 75 miles of Lawton Fort Sill</i>	
Regional <i>Outside of 75 miles but within Oklahoma</i>	
Out of State	
Total	

Expected total number of hotel/motel room nights _____

Number of nights multiplied by the number of rooms each night. Example: 100 rooms x 3 nights = 300 room nights.

How will hotel/motel room nights be tracked? Be specific _____

Do you have a group block agreement with a Lawton Fort Sill hotel? Yes No

Name of Host Hotel/Motel _____

Name of overflow hotels _____

Total number of hotel room nights from previous year _____

FUNDING AMOUNT

Is your organization seeking sponsorship or event funding?

Sponsorship Event Funding

Amount of Funding Requested: _____

How, specifically, will the requested funding be used? _____

Has this event previously received funds from the Lawton Fort Sill Chamber of Commerce Hotel/Motel Tax Fund?

Yes No

If yes, what amount was received?

Provide description and history that supports the need for funding. Describe the project's merit as an event or activity designed to enhance Lawton Fort Sill as a travel destination.

Describe funding justification and economic benefit and impact to the visitor industry of Lawton Fort Sill.

Additional Notes

CONTACT INFORMATION

Sponsoring Organization Information	
Name	
Address	
Contact	
Daytime Phone	
Cell Phone	
Email	
Organization's Purpose	

MARKETING

How will the event be promoted?

- Facebook (Social Media)
- Newspaper
- Television
- Radio
- Internet
- Flyers
- Industry Publications
- Organization Meetings
- Word of Mouth

The Lawton Fort Sill Convention & Visitors Bureau desires to help you and your guests have a wonderful experience while in our community. Additionally, we want to help get the word out about your organization/event to the residents of Lawton Fort Sill and surrounding areas. Below are some of the services we can provide. Please select any that are of interest.

- Host Hotel options
- Rate Requests
- Media Advisors
- Social Media promotion
- Welcome Bags
- Registration/check-in assistance
- Itinerary preparation
-
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Opening/Welcome Remarks

Dignitary Invites

Please read carefully

The group/organization will provide recognition of the Lawton Convention & Visitors Bureau as part of any or all promotional material developed. The recognition will be listed as follows:

Funding and/or support of this event is partially provided by the Lawton Fort Sill Convention & Visitors Bureau.

Please include the CVB's Logo with the full statement.

Organization Coordinator signature _____

CVB Personnel signature _____

Return completed application to:

Lawton Fort Sill Convention & Visitors Bureau
Attn: Shannon Yarbrough
302 W. Gore Blvd.,
Lawton, OK 73501
syarbrough@visitlawtonok.com

For additional information contact our CVB team at 580.355.3541 or 800.872.4540

Shannon Yarbrough, CTA
Convention & Visitors Bureau Group Specialist

Logan Ralston, CTA
Convention & Visitors Bureau Projects Officer



Post Event Report

Due 30 days following event. Must be submitted on time to be considered for future event support

Event Name _____

Event Date(s) _____

Actual Visitor Attendance

Local <i>Within 75 miles of Lawton Fort Sill</i>	
Regional <i>Outside of 75 miles but within Oklahoma</i>	
Out of State	
Total	

Actual Number of Hotel/Motel Room Nights _____

Hotels/Motels Used _____

Restaurants Visited _____

Other Business Services Used _____

Other Lawton Events/Activities Visited _____

Do you plan to apply for funding assistance next year? Yes No

Attach your media coverage and publicity material which will include the Lawton Fort Sill Chamber of Commerce Hotel/Motel Tax Fund as a contributor. Example "Funding and/or Support of this event is partially provided by the Lawton Fort Sill Convention and Visitors Bureau with our appropriate logo. Provide full financials including income, expenses, net profits and disbursement of profits. Return completed form to:

Completed by

Name _____

Phone _____

Email _____

Shannon Yarbrough, CTA

CVB Group Specialist

302 W Gore Blvd, Lawton,

OK 73501 (580) 355-3541

syarbrough@visitlawtonok.com