



Conference & Event Grant Application

The Conference & Event Grant is designed to assist businesses and organizations in attracting quality conferences and events that generate overnight stays, create media exposure, increase area economic impact, and generate awareness that Lake Erie Shores & Islands (LES&I) is a year-round destination.

Eligibility

- Available to any organization attracting visitors from outside of the LES&I region.
- Funding is available for marketing, promotions, and advertising expenses; AND/OR cost associated with ground transportation for the attendees/participants. Restrictions apply. Refer to the complete list of ineligible use of grant funds.
- Only available for up to three application-years and then will be moved into the Established Event Grant Program.
- Conferences/events must take place in LES&I and have a minimum of 250 room nights.
- Organizations/events receiving funds through other LES&I funding streams are not eligible.

Guidelines & Procedures

Applications are accepted year-round and must be completed and returned for review at least 90 days prior to the start date of the conference/event. Late applications will not be accepted. Please allow 10 days for award notification. This is a reimbursement grant (see the Necessary Elements section below).

- Maximum request is \$5,000 for Erie County events and \$3,000 for Ottawa County events.
- Applications will be reviewed by a committee with the following criteria in mind:
 - Total room nights and attendance estimated
 - Overall marketing and/or transportation plan
 - Likelihood to increase attendance and attract visitors from outside of the LES&I region by placement.
 - The likelihood of helping to offset airport or destination transportation as a decision factor for the event taking place in LES&I and/or a potential for increased attendance/overnights.
 - If ads are placed prior to submitting this application with the expectation of reimbursement, please submit placed ads along with the application.
 - Time of year and days of the week the conference/event takes place
 - Definite vs. Tentative status and potential for repeat business and growth
- Contracting and coordination of ground transportation along with all media placement and promotions is the responsibility of the organization/event.
- The award amount will be reduced should the event not generate results as projected or if the applicant does not spend funds in accordance with their application.

Necessary Elements

- The organization/event agrees to acknowledge LES&I as a sponsor or supporter of the event. Inclusion of the LES&I logo must appear on event material (ads, flyers, social posts, posters, emails, conference program, website, banners, etc.). Logo must be on event's website with a link to www.shoresandislands.com. Organization must submit actual proof of all placements.
- Reimbursement forms must be submitted within 45 days of the conclusion of the event. Late and incomplete reports will result in forfeiture of all or a portion of the grant reimbursement award.
 - Key elements of the reimbursement form (form will accompany award letter) include media support material, invoices, and proof of payments for eligible expenses. A summary of positives and negatives of the conference/event, plans for the future, a letter/report from the host hotel(s) with actual room nights generated as a direct impact of the event, and total number in attendance. A complete economic impact study is requested.

Conference/Event Information

Name of Organization: _____

Organization Website: _____

Name of Event: _____

Dates (include days of the week) of Event: _____

Event Website: _____

Event Planner: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Description of Conference/Event

Please describe the purpose/description of the conference/event and schedule (attach agenda or supporting forms)

Number of participants/attendees expected: _____ Number of spectators expected: _____

Open to the public: YES NO Explain: _____

Venue(s): _____

Do you have a signed contract with the above location(s)? YES NO If not, can we help with securing an event venue? YES NO

Venue contact name and phone number: _____

Generation of Overnight Stays - Event Host (s) Information

Total Number of collective room nights expected for the event: _____

Please outline each individual hotel being used by attendees. Use an additional sheet if needed to outline all hotels

**Do you have a stay to participate policy? YES NO

1) Hotel name: _____

Hotel contact: _____

Total hotel rooms block at this hotel for the duration of the event: _____

Room rate: _____

Do you have Signed Contract, a Set Room Block or a Booking Code? YES NO

2) Hotel name: _____
Hotel contact: _____
Total hotel rooms block at this hotel for the duration of the event: _____
Room rate: _____
Do you have Signed Contract, a Set Room Block or a Booking Code? YES NO

History

(Please use an additional sheet to outline complete history if needed)

Previous location(s): _____
Dates: _____
Planner: _____
Phone: _____ Email: _____
Total room nights generated: _____ Average rate: _____
Hotels: _____
Did you work with a CVB: YES NO CVB Name: _____

Conference/Event Marketing and/or Transportation Plan – MUST COMPLETE

Eligible for up to \$5,000 for Erie Co. / \$3,000 for Ottawa Co. in funds to be used entirely on marketing, transportation or a combination of both.

Conference/Event Marketing

- **Attach an outline of the complete marketing plan.**
- Highlight the elements in which you are requesting reimbursement from LES&I.
- Maximum request is \$5,000 for Erie Co. / \$3,000 for Ottawa Co. (inclusive of transportation request)
- Must include the publication or broadcast outlet, issue or airdate, distribution location/ circulation and estimated cost of each separate advertising request. Invoices are required to be submitted for reimbursement.
- Include the likeliness to attract out-of-county visitors and increased attendance by placement.

Conference/Event Transportation

- **Attach an outline of the complete transportation plan.**
 - Highlight the elements in which you are requesting reimbursement from LES&I.
 - Maximum request is \$5000 for Erie Co. / \$3,000 for Ottawa Co. (inclusive of marketing request)
 - Must include transportation company contact information, specific origin and destination per run, estimated cost of transportation. Invoices are required to be submitted for reimbursement.
 - Include the likeliness of helping to offset airport or destination transportation as a decision factor for the event. Driver’s gratuity excluded.
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Event Status and Expansion

Current booking status of the conference/event: Definite Tentative

If tentative, please explain the importance of obtaining grant funds. Is it a major decision factor in having the event in LES&I? _____

How many years has the conference/event been held in LES&I? _____

Please describe the development and potential growth of the event. State the future plans for this event including the potential for it to be held in LES&I for multiple years.

What other opportunities exist for additional exposure? (promotional giveaways, video inclusion, LES&I information booth presence, etc.)?

Final Information

Do you have a press release? YES NO

Will there be media coverage at the event? YES NO

Explain: _____

Are you seeking other sponsorship, advertising or transportation support from LES&I, other CVBs or organizations?
 YES NO

Will this event be held without the funding and support of the Lake Erie Shores & Islands? YES NO

- The organization/event agrees to indemnify and hold harmless LES&I from any claims of any kind for injuries or damages, which result from the making of any arrangement for said special event, program or project or in the performance of said activity.
- Hold harmless LES&I from all claims, liabilities, causes of action and judgments arising from the event.
- No person shall be excluded from participating in, be denied the benefits of, or otherwise be subjected to discrimination under any program, employment, activity or service regarding this agreement based on race, color, religion, sex, national origin, handicap, ancestry or age.
- The organization/event shall not assign this agreement or any part thereof without the written consent of the LES&I.
- Organization/event will not be receiving any event sponsorship dollars from LES&I during the same calendar year as it is applying for grant funds
- In the occurrence, that the event is canceled and does not take place, all grant monies will be forfeited.
- This is a reimbursement grant program. Failure to comply with the above mention deadline or any necessary element will result n a reduction or forfeit of the grant award.

Prepared by: _____ Title: _____

Please print

Authorized Signature: _____

Date of Application: _____ Date of Event: _____

Submit application to Lake Erie Shores & Islands, attn: Amanda Smith Rasnick, 216 E Water Street, Sandusky, OH 44870 or Fax: 419.625.5009 or Email: amanda@shoresandislands.com