
GENERAL REQUIRMENTS, ELIGIBILITY CRITERIA AND CONDITIONS

TOURISM SPONSORSHIP POLICY



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Section One: PURPOSE OF THE TOURISM SPONSORSHIP POLICY

The purpose of the Town of Oro Valley Tourism Sponsorship Policy is to set forth guidelines and criteria governing the grant of Town of Oro Valley financial support, in-kind services, or fee concessions for venues in support or sponsorship of produced events, local festivals, or special events that propose a well-defined, tourism-related economic impact. The Town recognizes that sponsorships play an important role in promoting the Town's tourism and economic development objectives. The Tourism Sponsorship Policy does not apply to sponsorship activities *initiated by* the Town for strategic marketing purposes to promote increased booked room stays or business attraction, expansion, and retention initiatives.

Section Two: GENERAL REQUIRMENTS, ELIGIBILITY CRITERIA AND CONDITIONS

Not all sponsorship requests are funded. The number of events that the Town sponsors will vary annually based on Town tourism, arts and culture, and economic development strategic objectives and funding availability. Thus, the Town will evaluate each sponsorship request based upon available funds, satisfaction of eligibility criteria, compliance with the requirements set forth below, and the Sponsorship Application Scoring Assessment Matrix in Section Four. All sponsorship approvals will result in an agreement between the Town and the applicant detailing the terms and conditions associated with the approval.

Applicants for special events sponsorships must meet all the following requirements, eligibility criteria, and conditions:

Pre- and Post-Application Requirements and Considerations:

1. Applicants requesting event sponsorships shall use the Town's Tourism Sponsorship form to do so. The Town will not accept incomplete applications for review and will return them to the applicant. The Town may require additional information, as necessary, to ensure application completeness. Applications must be submitted a minimum of 180 days prior to the event date unless otherwise approved by the Community and Economic Development Director.
2. The event must take place within Oro Valley town limits with limited exceptions. Reason(s) for not holding the proposed event or promotion in the Town of Oro Valley must be stated on the application. Exemption from this requirement will be provided on a case-by-case basis and will favor activities within the Town of Oro Valley.
3. The applicant must also submit a Special Events Application/Agreement along with the Tourism sponsorship request application.
4. Tourism sponsorship applications are limited to one per year per taxpayer identification number.
5. Applicants should be aware that they may not receive the full amount of the sponsorship requested.
6. Sponsorship approvals are made on an annual basis and shall be considered as a one-time approval. Approval for sponsorship in one year does not imply or guarantee that the Town will approve sponsorship for the same event or organization in subsequent years unless so determined through an agreement providing for multi-year funding.
7. Event producers must provide the Community and Economic Development Department an official Post-Event Evaluation form as provided by the Town within forty-five (45) days following the conclusion of a

sponsored event. Failure to submit the form within this timeframe may result in the rejection of future sponsorship requests.

8. The applicant agrees to use the Town's sponsorship funds exclusively for the event represented in the application. Said funds shall not be designated for salaries or salary reimbursements or entity budget or operations subsidies.
9. The recipient of sponsorship funds or in-kind services shall provide the Town recognition as a sponsor in exchange for the funds or in-kind services in a method consistent or commensurate with other sponsors of the same financial support level. In no event shall the recognition for the Town's funds or in-kind services be less than that provided to other sponsors who have contributed the same total financial or in-kind support.
10. The applicant must be ready, willing, and able to enter a contractual agreement for sponsorship with the Town and provide a certificate of liability insurance or proof of self-insurance, if applicable.
11. Failure to hold event as depicted in application will result in nonpayment and/or forfeiture of sponsorship funds.
12. Sponsorship recipients will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition, marital status, sex, or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act and other laws as applicable.

Estimated Economic Impact Requirements:

1. Applications requesting an event sponsorship for qualifying events are reviewed and approved/denied by the Community and Economic Development Director in consultation with impacted Town Departments, with approval based upon the following factors related to the event:
 - a) The event alignment with the Town of Oro Valley Strategic Plan, Comprehensive Economic Development Plan strategies, and Tourism initiatives, and the Town's marketing and branding strategies, as defined in Section Four.
 - b) Town staff will validate the estimated economic impact analysis to verify applicant estimates. The formula used to compute the value of visitor spend to create the estimated economic impact analysis must include the following:
 1. Event days
 2. Estimated Total Participants based on historic attendance or tickets sold data
 3. Estimated number of participants from outside metro-Tucson region based on historic attendance or tickets sold data
 4. Estimated room nights of out-of-region participants
 5. Value of the daily rate of the booked room nights
 6. Estimated value of materials purchased, equipment rented, or staff hired from sources in Oro Valley.

Section Three: INELIGIBLE ORGANIZATIONS AND ACTIVITIES OR PROJECTS

The Town of Oro Valley **WILL NOT** award funding for or to:

1. An activity, program, project, or service that promotes a political viewpoint, provides for a political purpose or causes participants to engage in or otherwise affiliate or express an endorsement of partisan political functions or activities.
2. An organization, activity, program, project, or service that is discriminatory.
3. A private individual for his/her own use or to donate to another private group or individual.
4. A political, politically affiliated, or political action committee or organization.
5. Outside agency funded organizations receiving funds concurrently (during the same fiscal year).

Section Four: ASSESSMENT CRITERIA

The Community and Economic Development Department will score sponsorship applications based on the criteria below.

Sponsorship Application Scoring Matrix		
Criteria	Consideration	Max Score
Innovation	The ability of the event to activate public spaces, attract/expand new audiences, and/or extend the normal peak tourism or special events season	10
Economic Impact	The degree to which the event provides a measurable economic benefit to the Town per the verified EEI and supports local business. Scoring Ratio: Sponsorship vs. EEI 1:1 Ratio to 2:1 Ratio 1-5 points 3:1 Ratio to 5:1 Ratio 6-10 points 6:1 to 9:1 Ratio 11-20 points 10:1 Ratio and above 21-40 points	40
Quality of Life	The degree to which the event assists in the development of a strong and resilient community and increases participation in town life for people of all ages, cultures, and means	5
Branding	The extent to which the event proposes to raise awareness of, or increases the profile of, Oro Valley as a tourist destination	30
Event Viability	The degree to which the event and/or organization is scalable and sustainable with or without Town sponsorship	15
Total		/100

Section Five: APPLICATION REVIEW and APPROVAL

Community and Economic Development Department staff will review applications for completeness and verify that eligibility criteria have been met. When deemed necessary, staff will present sponsorship requests to the Town Manager prior to sponsorship approval. Denial sponsorship request by the Community and Economic Development Director is appealable to the Town Manager. Denial of sponsorship requests by the Town Manager are final. There is no further appeal.

The Town Manager shall have the authority to enter into approved sponsorship agreements on behalf of the Town.