



Marketing Matching Sponsorship Program Post Event Report

Event Name: _____ Event Date: _____

ECONOMIC IMPACT

Provide the following information regarding the number of rooms accommodated and the individuals participating in and attending the Sponsored Event.

1. Accommodations Impact

Provide the total number of room nights that resulted from the Event: _____

Calculate the accommodations impact using the number of room nights (RV, Hotel, Bed-n-Breakfast, Vacation Homes, etc.) that resulted from the Event using the following formula.

(Number of TOTAL Room NIGHTS occupied) X (the Average Room Rate) X (2%) \$ _____

2. Local Economic Impact

For each of the following categories calculate the local economic impact in dollars using the number of participants, spectators, and media persons and the dollar amounts provided.

A. Total Participants (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State overnight x \$150.00	_____
YOUTH Out-of-State overnight x \$75.00	_____
ADULT In-State overnight x \$75.00	_____
YOUTH In-State overnight x \$35.00	_____
ADULT In-State x \$35.00	_____
YOUTH In-State x \$25.00	_____
ADULT In-County x 25.00	_____
YOUTH In-County x \$15.00	_____

B. Total Spectators (fans, family, friends, etc.)

ADULT Out-of-State overnight x \$150.00	_____
YOUTH Out-of-State overnight x \$75.00	_____
ADULT In-State overnight x \$75.00	_____
YOUTH In-State overnight x \$35.00	_____
ADULT In-State x \$35.00	_____
YOUTH In-State x \$25.00	_____
ADULT In-County x 25.00	_____
YOUTH In-County x \$15.00	_____

Total Local Economic Impact \$ _____

Total Economic Impact Total Accommodations Impact plus Total Local Economic Impact \$ _____

PROMOTIONAL IMPACT

On a separate sheet of paper, provide a detailed description of the marketing plan that was used for the Event. Provide information regarding the success of that Plan in terms of relevant measurements. For example, how many tournament guides were printed, social media reach, impressions or visits to the event website per your analytics.

REIMBURSABLE EXPENDITURES

Provide the list of reimbursable expenditures (Attachment #1) authorized pursuant to the Event Sponsorship Agreement, with the following proof for each expense sought to be refunded:

1. Invoice supporting reimbursable expenses.
2. Evidence of payment (front and back copies of cleared checks or bank statement for debit/credit card) from grantee to third party for charges paid. **Cash payments are not acceptable and do not qualify for reimbursement.**
3. Please provide the following proof based on your type of advertisement or promotional material:
 - a. Print Advertising: full color printed copy of the Ad.
 - b. Video: script of video footage, along with printed screenshots. Schedule of air-time from the VENDOR showing channels and specific times played, audience locations, etc.
 - c. Audio: script of advertisement, schedule of air-time from the VENDOR showing times played and audience reach.
 - d. Online Advertising: full color printed screenshots of ads.
 - e. Promotional Material: full color photo of items.

OTHER DOCUMENTS REQUIRED TO GET REIMBURSED

Please attach along with your Post Event Report the original invoice for the total amount sought to be reimbursed, and the Attachment #1, List of Reimbursable Expenditure.

IMPORTANT DISCLOSURE

Once the Post Event Report is complete and all required information and attachments are provided, please turn it in to the Office of Tourism Development. **Incomplete Post Event Reports will not be accepted. Failure to comply with these requirements shall render your organization ineligible for reimbursement under the Agreement.**

SIGNATURE/DISCLAIMER

On behalf of _____, I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

Authorized Signature

Title

Date