

23-24 TTB Event Sponsorship Application

Event funding qualifications and answers to commonly asked questions can be found [here](#).

Events taking place from September 23 - December 31, 2023 must submit a complete application by February 28, 2023. Late or incomplete applications will not be accepted.

This form will save automatically as you complete it. You must complete an entire section before moving to the next section, but you may go back to previous sections to edit answers.

* Required

1. Event Category *

Community Events (sponsorship up to to \$5,000) must contribute to the distinctive character and vibrancy of our community | Large Events (sponsorship from \$5,000 to \$75,000) are intended to drive visitation to Jackson and overnight stays | Signature Events (sponsorship of \$75,000+) must be approved by the full Jackson Hole Travel & Tourism Board and are intended to showcase Jackson as an event destination and drive visitation & overnight stays

Mark only one oval.

Community Event

Large Event

Signature Event

2. Name of Event *

3. Event Date(s) *

Format: mm/dd/yy - mm/dd/yy

4. Event Location *

5. TTB Funding Request *

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Applicant Information

6. Name of producing entity: *

7. Name & title of person completing this application: *

This should also be the TTB's main contact should the event receive funding. If there are multiple contacts, please explain below.

8. Contact phone number: *

9. Business mailing address: *

10. Website: *

11. Years in business: *

12. Tax status: *

13. 501(c)3, please upload your most up-to-date 990.

Files submitted:

14. Charity beneficiary (if applicable):

15. Mission Statement: *

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Application

Immediate & Measurable Impact on Teton
County

16. Brief description of events: *

Please limit to one paragraph or less. Please include the overall purpose of the event.

17. Anticipated attendance: *
- Including participants, spectators, etc.
-

18. What percentage of attendees do you anticipate being local? *

Mark only one oval.

- 0%
- 1-25%
- 26-50%
- 51-75%
- 76-99%
- 100%

19. What percentage of attendees do you anticipate being visitors? *

Mark only one oval.

- 0%
- 1-25%
- 26-50%
- 51-75%
- 76-99%
- 100%

20. How will attendees be directed to book lodging in Teton County, WY? *

21. Anticipated room nights generated:
Community Events are exempt from answering this question.

22. How will you track associated room nights generated?
Community Events are exempt from answering this question.

23. Additional economic benefits and associated spending:
Please include if/how you will track associated spending.

24. Please upload a summary of the event's marketing plan. *

Files submitted:

- 25. Briefly explain the event's targeted demographic and any research on their spending / lodging habits. *

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Long-term Impact on Teton County

- 26. Please describe the potential for long-term growth of this event and why this vision is realistic and achievable. Please discuss examples from similar communities and provide an analysis of similar events in other communities. *

- 27. In how many years do you anticipate this event becoming self-sustaining? *
I.E. With outside sponsorships and event profits, by what year do you anticipate no longer applying for JHTTB event sponsorship?

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Sustainability & Responsible Tourism.
Funding priority will be given to events that demonstrate clear initiatives to create sustainable and responsible events for our destination.

28. Have you completed the "Sustainable Events Survey"? *

Events applying for \$10,000 or more in funding are REQUIRED to complete this application in order to be considered for JHTTB event funding. To complete the Sustainable Events Survey, [click here](#).

Mark only one oval.

Yes

No

29. If you completed the Sustainable Events Survey and want to convey sustainable initiatives in your event that were not addressed in your survey, you may do so here.

The Sustainable Events Survey is intended to produce a "sustainability score" on a scale from 0 to 100 for each event. To be quantifiable, most questions are "yes/no" or scale, so further explanations and non-quantifiable answers can be provided here. The Events Committee will use sustainability scores to further reward events delivering positive impacts for the future of the destination, and will also take into consideration explanations here.

30. For events applying for less than \$10,000: What sustainability initiatives and practices are part of your event? Please describe.

31. For events applying for less than \$10,000: Please outline any education of sustainable and responsible tourism you will provide your attendees.

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Budget

32. Please attach a complete and detailed event budget, including anticipated revenues and expenses. *

Please clearly include marketing costs and sustainability initiative costs.

Files submitted:

33. Is the purpose of the event to raise funds for the producing organization? *

Mark only one oval.

Yes

No

34. Percentage of total event funding requested from TTB: *

35. Amount of sponsorship from other sources: *

36. Percentage of total budget generated by event revenue: *
Percentage of budget generated by ticket sales, merch, food & beverage, etc.

37. Will the event still occur if the JHTTB does not offer funding? *
If unsure, please choose the answer that is most likely.

Mark only one oval.

Yes

No

38. Will the event require JHTTB funding next year? *
If unsure, please choose the answer that is most likely.

Mark only one oval.

Yes

No

39. Intended use of TTB funds: *

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Community Events

40. COMMUNITY EVENTS - how does this event contribute to the distinctive character of our community and/or add to Jackson Hole's appeal to visitors?

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