

22-23 TTB Event Sponsorship Application

Events seeking JHTTB funding must complete this application and submit no later than 5 pm on Friday, February 25, 2022.

Only events taking place between September 24, 2022 - June 5, 2023 will be considered for funding.

Incomplete applications will not be considered.

*** Required**

1. Email *

2. Event Category *

Community Character Events (sponsorship limited to \$5,000) must contribute to the distinctive character and vibrancy of our community. | Sporting Events will attract participants to Teton County, WY and encourage stays of 2 nights or more. | Major Events / Festivals should demonstrate the potential to attract overnight visitors in numbers substantial enough to have significant economic impact on Teton County, WY. | Legacy Events must be in existence for 10 years or more and demonstrate potential to attract substantial overnight visitors.

Mark only one oval.

- Community Character Event
- Sporting Event (including Youth)
- Major Event / Festival
- Legacy Event

3. Name of Event *

4. Event Date(s) *

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

5. Event Location *

6. TTB Funding Request *

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Applicant Information

7. Name of producing entity: *

8. 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.

9. Contact phone number: *

10. Business mailing address: *

11. Website: *

12. Years in business: *

13. Tax status: *

14. Charity beneficiary (if applicable):

15. Mission Statement: *

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Immediate & Measurable Impact on Teton County

16. Brief description of events and activities: *

Please limit to one paragraph or less.

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

18. Expected breakdown of local v. visiting attendees: *
Format: 20% local; 80% visitors.

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

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

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

22. Additional economic benefits and associated spending:

Please include if/how you will track associated spending.

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

Files submitted:

24. 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

25. 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. *

26. 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 TTB 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.

27. Have you completed the "RRR Zero Waste Green Event Application"? *

Events applying for \$10,000 or more in funding are REQUIRED to complete this application in order to be considered for TTB event funding. To complete the RRR Zero Waste Green Event Application, please find the link on the TTB's "Application Guidelines". Events applying for less than \$10,000, please answer the following questions on sustainability initiatives.

Mark only one oval.

Yes

No

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

29. For events applying for less than \$10,000: Please outline any education of your sustainability practices that you will provide to attendees.

30. How will you incorporate the TTB's "Stay Wild" brand into your event? Please provide an example of your messaging. *

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Budget

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

Please clearly include marketing costs and sustainability initiative costs.

Files submitted:

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

33. Amount of sponsorship from other sources: *

34. Percentage of total budget generated by event revenue: *

Percentage of budget generated by ticket sales, merch, food & beverage, etc.

35. Will the event still occur if the TTB does not offer funding? *

If unsure, please choose the answer that is most likely.

Mark only one oval.

Yes

No

36. Will the event require TTB funding next year? *

If unsure, please choose the answer that is most likely.

Mark only one oval.

Yes

No

37. Has this event been funded by the TTB in years past? *

Mark only one oval.

Yes

No

38. If the event was funded by the TTB in past, what amount of funding was granted?

39. Intended use of TTB funds: *

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Community Character Events

40. COMMUNITY CHARACTER 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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