

# RURAL TOURISM CONFERENCE SPONSORSHIP

## Overview

The Colorado Tourism Office sponsors select annual rural tourism conferences to bolster tourism development efforts and support education and training opportunities for tourism partners across rural Colorado.

Sponsorship funds are paid up front and requests should not exceed \$5,000. If awarded, any monies not used for the intended stated purpose as outlined in the application, or funds are not used in their entirety for the intended stated purpose, shall be returned to the Colorado Tourism Office.

## Eligibility Requirements:

- ▶ Conferences must take place within the 2019 fiscal year, which ends June 30, 2019.
- ▶ Conferences must occur annually and be pre-existing (sponsorships are not for new, first time conferences)
- ▶ Sponsoring business, association or organization must be located in Colorado and involved with the tourism industry

## Selection Criteria

Applications will be reviewed and recommendations made for the sponsorship based on funding availability. This is a competitive program and not all eligible applications will be funded. Reviewers will evaluate applications based on the following criteria using weighted scores:

### MERIT (40%)

- ▶ Qualifications, background and experience of the applicant (dedication to rural Colorado tourism and passion for the tourism industry)
- ▶ Overall strength of the application request (clear logic and adequate detailing of conference purpose and intended audience)
- ▶ Letters of support

### IMPACT (40%)

- ▶ Measurable benefits for rural Colorado tourism industry
- ▶ Rural tourism efforts of audience will be furthered through conference education and training opportunities

### FINANCIAL NEED & BUDGET (10%)

- ▶ Demonstrate high degree of financial need
- ▶ Budget is feasible and costs are appropriate

### INELIGIBLE EXPENSES:

- ▶ Alcoholic beverages
- ▶ Salary/staffing costs
- ▶ Travel expenses

## Online Application Process

The application portal is available online at <https://oedit.secure.force.com/oedit>. The application can be found under the Tourism Programs tab. New users will need to register for an account on the OEDIT application portal, and all users are required to login to the portal, update Accounts Profile and complete the online application.

All narrative questions will be inputted into the online portal, and support materials will be uploaded into the online system. It is recommended users prepare answers in word processing document to check character count and then cut-and-paste into the online application.

Applicants will be notified within three weeks of application deadline as to award status. Payment will be made upon execution of purchase order.

- ▶ Round 1 Application Opens: June 18, 2018
- ▶ Round 1 Application Closes: July 2, 2018
- ▶ Round 2 Application Opens: November 15, 2018
- ▶ Round 2 Application Closes: December 6, 2018

## Application Questions

The questions below are only a reference and do not include all of the information that will be required from you in the application. Each question text box allows up to 2,500 characters (including spaces and punctuation).

1. Provide a brief description of your organization and describe the purpose of the conference for which support is requested.
2. Describe how the CTO sponsorship funds will support the conference.
3. Provide a timeline for the conference, including a description of the proposed planning period, event dates and post event activities (if applicable); indicate when the sponsorship funding is required and when, if granted, it would be fully spent.
4. Describe how the conference will communicate the CTO sponsorship (marketing, website, conference signage, program, etc.)
5. List the type of education and/or training opportunities this conference will provide for rural members of the tourism industry; provide details of breakout sessions and keynote speakers if possible.
6. Please describe the audience for your conference, i.e., will it be focused on a specific tourism-related industry segment? Will it be focused on tourism industry members from rural Colorado? If so, please describe the segment and the proposed benefit.
7. What is the estimated attendance for this conference?

8. Please describe your plans for marketing the conference.
9. List other partners (both financial and non-financial) supporting this conference, indicating each partner's level of support. Provide both names and amounts.
10. Describe the plan for measuring the success of this conference.
11. Please provide a statement of financial need.
12. Submittal of a line item budget is also required.
13. List officers in your organization, including whether any have a business or family connection with Colorado government. If so, please describe.

Submission of a W-9 is required.

## Final Report

Successful applicants will be required to complete an online report within 60 days of the completion of the conference or no later than **5pm on Friday, June 14, 2019**. To access the final report, log back into the OEDIT Portal, [oedit.secure.force.com/oedit](https://oedit.secure.force.com/oedit), go to My Applications and you will see an icon to complete a report.

## Questions?

Contact Jill Corbin, Director of Destination Development, at [jill.corbin@state.co.us](mailto:jill.corbin@state.co.us) or Elizabeth O'Rear, Manager of Destination Development, at [elizabeth.orear@state.co.us](mailto:elizabeth.orear@state.co.us).