



Visit Spearfish Inc. is a non-profit destination marketing organization funded by Spearfish hospitality taxes and occupancy fees that is dedicated to increasing the economic impact of tourism in the region.

***Visit Spearfish offers sponsorships to encourage events and programs that lead to enhanced visitation and tourism expenditure in the region. The following are discretionary guidelines to be used for sponsorship consideration.***

- Visit Spearfish sponsorships are granted to increase the number of visitors (participants and attendees) to generate economic impact.
- Sponsorships are provided to draw people directly into the Spearfish community with emphasis on overnight stays and generate hospitality sales tax (eating and drinking establishments).
- Greatest consideration will be given to events based on two primary criteria:
  - a. Ability to make a significant impact on Spearfish;
  - b. Ability to draw a major number of participants/spectators from out-of-town.
- Special consideration will be given to events that are scheduled during the off-season, November through March.
- It is the preference of Visit Spearfish that, whenever possible, monies requested and awarded are used for marketing - specifically to encourage individuals and groups outside of the local trade area to visit and expend funds in our trade area. (Please note on the questionnaire how the funds will be used for marketing.)
- Special consideration will be given to new events and programs. Funds may be available for existing programs to accommodate plans for growth or expansion (more visitors, more days, etc.).

## Process for Awarding Visit Spearfish Sponsorship Funds

- Application will be considered at the monthly Visit Spearfish Board meetings. Applications should be submitted at least 10 working days prior to the monthly meetings. Meetings are held the second Wednesday of every month (except August.)
- Applications must be received and reviewed a minimum of 60 days prior to the date of the event.
- Only completed sponsorship applications will be considered for funding.
- One half of the monies awarded are paid to grant recipients prior to the event. The balance of the monies will be awarded once the **sponsorship evaluations** have been returned (no later than 30 days after the event is held, unless prior arrangements are made).
- Sponsorships are not available for events that have occurred prior to the application.
- All funding will be contingent upon the event occurring within the stated event dates. If the event does not occur at that time, awarded grant monies will be returned to the Visit Spearfish fund. Exceptions include inclement weather which may cause the event to be rescheduled.
- Surrounding trade communities may apply for sponsorships if lodging and restaurant facilities in Spearfish will be impacted (ie. overflow lodging is needed).
- Sponsorships are awarded based on the economic impact (ie. hotel rooms, restaurant/retail sales and attraction visits) generated in Spearfish.

*Visit Spearfish reserves the right to offer consideration for special requests or waive any applications.*

- Send completed applications to:  
Visit Spearfish, Inc.  
603 N. Main St.  
Spearfish, SD 57783  
Questions? Call 605-717-9294 or 1-866-349-2576  
Email: [director@visitspearfish.com](mailto:director@visitspearfish.com)    Webpage: [www.VisitSpearfish.com](http://www.VisitSpearfish.com)



**Sponsorship Application**

*Date Submitted:* \_\_\_\_\_

**General Applicant Information:**

Organization Name: \_\_\_\_\_

For Profit or Non-Profit? \_\_\_\_\_ State Tax ID Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

**General Event Information:**

Name of Event: \_\_\_\_\_

Brief Description of Event: \_\_\_\_\_

Is this the first year of the event? \_\_\_\_\_ Yes \_\_\_\_\_ No If no, number of years held: \_\_\_\_\_

Have you received a previous sponsorship? \_\_\_\_\_ When? \_\_\_\_\_

Date(s) of Event (public attendance dates): \_\_\_\_\_

(Special consideration is given to events in the off season – Nov.-March)

Time(s) of Event: \_\_\_\_\_

Location(s) of Event: \_\_\_\_\_

Projected Attendance per Day:

- \_\_\_\_\_ 0-50 people
- \_\_\_\_\_ 51-100 people
- \_\_\_\_\_ 101-200 people
- \_\_\_\_\_ 201-300 people
- \_\_\_\_\_ 301-400 people
- \_\_\_\_\_ 401+

Percentage of Out of Town Attendance: \_\_\_\_\_

**Potential economic impact for Spearfish:**

Anticipated number of overnight lodging (hotel and/or campground) accommodations:

The Number of Rooms X The Number of nights = \_\_\_\_\_

Anticipated sales (*ie. restaurants, bars, gas stations, visitor attractions*): \_\_\_\_\_

Considerations:

*Will food be provided or will attendees visit restaurants?*

*Will attendees have free time (and be encouraged) to attend area businesses and attractions?*

*What type of retail sales do you expect to occur?*

Does this event have the ability to be booked for multiple years or to be placed on a rotation?

\_\_\_\_\_ Yes    \_\_\_\_\_ No

Will this event create an awareness of Spearfish outside of our trade area?

\_\_\_\_\_ Yes    \_\_\_\_\_ No

How will you report the financial impact to Spearfish? \_\_\_\_\_

*(ie. surveys, report of hotel usage, other)*

Total Dollar Amount Requested: \$ \_\_\_\_\_

This dollar amount represents \_\_\_\_\_% of the overall event cost.

How will you market this event? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What marketing expenses would you direct the Sponsorship funds towards, if approved?

*(Please indicate the type of advertising and cost)* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How will you recognize the Visit Spearfish sponsorship prior to, during and/or after the event?

*(ie. use of Visit Spearfish logo on advertising, t-shirts or other items, use of Visit Spearfish banner at the event)* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_