

CITY OF RENO – SPECIAL EVENT PROGRAM

Legacy Event Sponsorship Rating Sheet

MARKETING, ADVERTISING AND PR – 6 TOTAL

_____ 1 point – Applicant has a marketing and public relations plan.

_____ 1 point – Applicant outlines ways to reach their targeted audience.

_____ 2 points – Applicant has a strategic marketing plan that includes new media (apps, social media, online ads, etc.) and traditional forms of media (press releases, advertisements, print, TV, etc.).

_____ 1 point – Applicant has a media partner.

_____ 1 point – Applicant has made partnerships with other event promoters to cross promote events in the City of Reno to outside markets.

FINANCIAL – 2 TOTAL

_____ 1 point – Applicant has included their IRS Form 990 or profit and loss statement from the previous fiscal year.

_____ 1 point – Applicant can illustrate a need for financial support from the City of Reno for event's City services.

GOVERNMENT ASSISTANCE – 1 TOTAL

_____ 1 point – Applicant can illustrate that they have asked for sponsorships from the State, County, RSCVA, or other governmental sources.

PROMOTIONAL CONSIDERATION – 2 TOTAL

_____ 1 point – Applicant can give the City of Reno special promotional consideration at their event, such as a booth, banner, tshirts or other presence at the event.

_____ 1 point - Applicant can give the City of Reno special promotional consideration at their event such as ad space in the event program, press releases, event collateral and website logo inclusion.

PREFERENCE – 3 TOTAL

_____ 1 point - Does the event take place between October 15 and the end of the month of April?

_____ 1 point - Is the event is free and open to the general public?

_____ 1 point – Does the event work to involve the University of Nevada in their event?

TOURISM – 5 TOTAL

_____ 1 to 5 points – Applicant has submitted a compelling presentation that explains the importance of their event in bringing visitors to the area.

COMMUNITY GIVING – 1 TOTAL

_____ 1 point - Does the promoter give back to their community either monetarily or with time and expertise?

Total Points: _____ Total Possible Points: 20

Applicant Name: _____ Event: _____

Name of Judge: _____ Date of Review: _____

Additional Comments: _____

