



BCVB Sponsorship Information & Guidelines

The Brownsville Convention & Visitors Bureau (Visit Brownsville) is the official destination marketing organization for the City of Brownsville, charged with marketing and promoting the City as a meeting, sports and leisure travel destination to support the tourism and hospitality industry. Visit Brownsville supports a variety of local festivals and events to enhance the economy through increased visitor travel into, and throughout Brownsville. Visit Brownsville is primarily funded through the City of Brownsville Hotel Occupancy Tax Revenues. For Fiscal Year 2024 \$15,000 has been allocated for sponsorships.

The primary purpose of this program is to assist applying organizations in the enhancement, promotion and marketing of tourism and related events in Brownsville. Submissions must pass the “two-step” test to receive funding from the BCVB Sponsorship Program. The “two-step” test is defined as: funds awarded are to be focused on contributing to a positive impact on the Hotel Occupancy in Brownsville, Texas AND every expenditure must fall into one or more of the following nine categories: (1) convention and visitor centers; (2) convention registration; (3) advertising the city; (4) promotion of the arts; (5) historical restoration and preservation; (6) sporting events in a county under one million in population; (7) enhancing or upgrading existing sports facilities or sports fields (only in certain cities); (8) tourist transportation systems; and (9) signage directing the public to sights and attractions that are visited frequently by hotel guests in the city.

To learn more about the “two-step” test, visit

<https://www.tml.org/DocumentCenter/View/280/The-Hotel-Tax-Two-Step-PDF>

Sponsorships are awarded on a case-by-case basis. Completion of this application does not guarantee funding. Sponsorships are contingent upon availability of funding.

SPONSORSHIP GUIDELINES

- Expenses must align with Tax Code Chapter 351.
- Event must be held within the city limits of Brownsville, Texas to be eligible for funding.
- Applications must be submitted by June 30th and a minimum of 60 days prior to the event for consideration.
- Event must be open to the public.
- Organizations can only receive funding once a year.
- Funds will not be provided for capital projects or general organization operation expenses.
- The requesting organization must provide a detailed marketing plan for which grant will be designated.
- Applications must be filled out completely and accurately. The BCVB Advisory Board reserves the right to reject any incomplete, inaccurate or otherwise unclear application.
- The Advisory Board may take up to thirty (30) days to review applications.

PROJECTS NOT FUNDED

- Social functions, parties, receptions, and general hospitality for non-visitors
- Projects involving academic credit
- Expenses for privately owned facilities
- Travel Fees including lodging, transportation, etc. for staff or performers
- Retroactive Funding
- Direct funding to individuals, payment for administrative or staff fees
- Activities that are illegal or in violation of federal, state, or local laws
- Fees related to the services of event talent (i.e., bands, artists, security, etc.)
- Merchandise to giveaway or sell at the event (i.e., t-shirts, pins, etc.)
- Brochures or literature to distribute at the event

SPONSORSHIP GUIDELINES

Applications will be reviewed, analyzed and scored based primarily on the following factors:

EVENT MARKETING

1. A full marketing and publicity plan to attract attendees.
2. The extent to which the event would promote and provide exposure outside of Brownsville regarding Brownsville's appear as a convention or visitor destination
3. Market data to support event projections.

EVENT IMPACT

1. The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation within the City of Brownsville.
2. The extent to which the event is anticipated to enhance direct spending through increased convention and/or tourism (visitor) activity in Brownsville.
3. Event has a history of positive media coverage both in-market and out-of-market.

EVENT COMMUNITY ENGAGEMENT

1. The extent to which the event provides an overall benefit to the community.
2. Event has clear capacity to engage a large, diverse section of the community, make a positive impact and increase awareness of and participation in community events.

SPONSORSHIP FULFILLMENT

If your application is approved for funding, the total funding will be issued upon receipt of an invoice for the amount.

All documentation must be received by Visit Brownsville no later than sixty (60) days following the completion of the event.

All post event forms must be submitted within sixty (60) days. Failure to submit will require the organization to return funds.

Approval of sponsorship shall be considered as one-time approval and applicant should not assume that funding is pre-approved for subsequent years or amounts.

Any digital and printed promotional materials are required to include the appropriate Visit Brownsville brand with the visitbtx.com website. If awarded, contact the Brownsville Convention and Visitors Bureau, (956) 551-6025 or malinalli.montesam@brownsvilletx.gov and dafne.maldonado@brownsvilletx.gov, for the correct version of the brand to be used for each promotional item.

CHECKLIST

Please attach answers and additional information as required to include complete details of this event and the anticipated benefits to be received as it related to:

Describe the event.

Describe the extent to which the event would promote and provide exposure outside of Brownsville with regard to Brownsville's appeal as a convention and visitor destination.

Describe the extent to which the event would have a documented positive impact on hotel room occupancy and overall economic impact in Brownsville, including the number of Brownsville hotel room nights anticipated to be generated and a list of all hotels to be used.

Describe the extent to which the event is anticipated to enhance direct spending through increased visitor activity in Brownsville.

Provide the anticipated number of daily event participants and spectators, the percentage of each from outside the Brownsville area and how these numbers are tracked.

Provide a budget of anticipated revenue and expenses including details of how the event sponsorship funds are to be used.

Provide the event marketing and advertising plans.

Provide a list of reciprocal benefits the applicant agrees to provide the Visit Brownsville.

Attach any event sponsorship solicitation information.

Describe in detail how you will track, evaluate and report the success of your event.

Submit your complete application packet to:

Attn: Dafne Maldonado | BCVB and Office of Space Commerce Director

Visit Brownsville Event Sponsorship Application

Brownsville Convention and Visitors Bureau

650 E. Ruben M. Torres Blvd., Brownsville, TX 78520

(956) 546-3721

Or submit your complete application package digitally to:

dafne.maldonado@brownsvilletx.gov **CC:** malinalli.montesam@brownsvilletx.gov

NOTE: APPLICATIONS WILL NOT BE CONSIDERED UNLESS ALL CRITERIA AND REQUIREMENTS ARE MET.

I validate that all information contained within this application, and its attachments, are accurate and complete.

Print Name:	Signature:
Title:	
Phone:	
Email:	



VISIT BROWNSVILLE SPONSORSHIP APPLICATION

Date Submitted:	
Organization Name:	
Classification: <i>non-profit</i> <i>profit</i> <i>public</i> <i>government</i> <i>other</i> <i>If non-profit, please provide written proof of organization status.</i>	
Name of Event:	
Describe the Event:	
Number of Years in Existence:	
Event Date(s):	
Amount Requested:	Total Event Budget:
Estimated Attendance:	
Attendance last year:	
How did you track this?	
Estimated percentage of attendees form outside of Brownsville:	
How did you track this?	
Event Location:	
Event Website:	
Open to the Public: Yes No Private Event Ticketed Event: Yes No	
Number of contracted hotel room nights:	
Average price, if applicable:	
Overnight stays last year:	
How did you track this?	
Hotel(s) Utilized:	
<i>Please note that stated contracted room nights generated will be subject to an audit by BCVB staff.</i>	

Sponsorship Request

Contact Name:	Amount Requested:
Title:	Signature:
Address:	Phone:



Describe the extent to which the event will promote and provide exposure outside of Brownsville:

Please provide a budget of anticipated revenue and expenses including how the event sponsorship funds are to be used:

Provide the event marketing and advertising plans with budget.:

Provide a list of reciprocal benefits the applicant agrees to provide the BCVB:

Attach any event sponsorship solicitation information:

How will this event have positive impact on hotel occupancy in Brownsville? How will the event enhance direct visitor activity in Brownsville?

Does your event/expenditure pass part two (2) of the statutory test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories:

- Conventions and visitors center
- Convention registration
- Advertising the City
- Promotion of the arts
- Historical restoration and preservation
- Sporting events in a county under one million in population
- Enhancing or upgrading existing sport facilities or sport fields
- Tourist transportation systems
- Signage directing the public to sights and attractions that are visited frequently by hotel guests in the city



VISIT BROWNSVILLE SPONSORSHIP POST EVENT REPORT

*This report must be submitted sixty (60) days after the event.

Date Submitted:	
Organization Name:	
Classification:	<i>non-profit profit public government other</i>
Name of Event:	
Event Date(s):	
Event Location:	
Event Website:	
Contact Name & Title:	
Address:	
Phone:	Email:

Actual Event Attendant *Fill in the applicable information*

Total Event Days:	Attendance Per Day:
Total Tickets Sold:	Total Registered Participants:
Total Estimated Attendance:	
Method used to determine:	
Total Attendance from outside Brownsville:	
Method used to determine:	
Number of volunteers and event personnel:	
Contracted hotel room nights:	Hotels Utilized:

Please note that stated contracted room nights generated may be subject to an audit by BCVB staff. Please attach the following:

- Event Description
- Evaluation of Overall Event
- Summary of all advertising placed to promote the event.
- Copies of promotional materials, advertising, media clips and any other digital or printed mediums that advertised the Visit Brownsville brand
- Additional information supportive of event’s success in achieving intended results

I validate that all information contained within this post event report, and its attachments are accurate and complete.

Print Name:	Signature:
Title:	