



**Brownsville Convention and Visitors Bureau Advisory Board  
Special Events Grant Application  
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 2026 \$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

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<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**

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

- 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 at least 60 days prior to the event for consideration. The Advisory Board may take up to 45 days to review applications, and organizations must present their project prior to the event.
- 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.
- If applicants are unresponsive within the specified timeframe, the Board reserves the right to cancel funding at the following board meeting.
- Post-event forms must be submitted within 60 days, with an additional 30-day grace period upon request.
- A presentation by the applicant may be required by the CVB Advisory board and staff.

## **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

## **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

- All applicants, if selected, must remain compliant, have an official ID issued, and provide all required information to complete their funding process. Required documentation includes, but is not limited to, a W-9 form, invoice, financial statements, and any other necessary paperwork as determined by the Convention and Visitors Bureau and City of Brownsville Purchasing and Procurement Department.
- All applicant, if selected required documentation must be submitted within 30 days after the application is approved. If the applicant is not responsive within this period, the CVB Advisory Board reserves the right to cancel the funding at the following board meeting.
- 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. An additional grace period of (30) days may be considered upon request.
- 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](http://visitbtx.com) website. If awarded, contact the Brownsville Convention and Visitors Bureau, (956) 551-6025 or [malinalli.montesam@brownsvilletx.gov](mailto:malinalli.montesam@brownsvilletx.gov) or [mario.gonzalez@brownsvilletx.gov](mailto:mario.gonzalez@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:** Malinalli Montesam | Convention and Visitors Bureau  
Assistant Director  
Visit Brownsville Event Sponsorship Application  
Brownsville Convention and Visitors Bureau  
1312 E. Adams St. | (956) 538-2284

Or submit your complete application package digitally to:

[visitbtx@brownsvilletx.gov](mailto:visitbtx@brownsvilletx.gov) **CC:** [malinalli.montesam@brownsvilletx.gov](mailto: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:	



**SPONSORSHIP APPLICATION**

Date Submitted:	
Organization Name:	
Classification: <input type="radio"/> non-profit profit <input type="radio"/> public <input type="radio"/> government <input type="radio"/> other <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: <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Private Event	Ticketed Event: <input type="radio"/> Yes <input type="radio"/> 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