Brownsville Convention and Visitors Bureau Advisory Board
Special Events Sponsorship Application
Information & Guidelines

(Amended on April 2025)

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 2027 $75,000 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.

VISIT Brownsville

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.
- 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.
- Post-event forms must be submitted within 60 days, with an additional 30-day grace period upon request.
- Applicants are required to submit their sponsorship applications at least 60 days prior to the event date, with a preferred submission timeline of 90 days in advance to allow sufficient time for review, evaluation, and approval. The Advisory Board may take up to 45 days to review applications, and organizations must present their project prior to the event.
- Available sponsorship funding may be allocated with up to 50% designated for eligible Sports Tourism initiatives and the remaining 50% designated for eligible Cultural Events, in accordance with applicable Hotel Occupancy Tax (HOT) guidelines, eligibility requirements, and the established funding approval process.
- A presentation by the applicant will be required by the CVB Advisory board and staff.
- Sponsorship funding will be made available on a quarterly basis with a limit of $15,000 per quarter, subject to budget availability, eligibility requirements, and the established application and approval process.
- Each organization may submit only one sponsorship funding application per calendar year, regardless of the number of events or programs it organizes.
- Runs such as 1-mile races, 5K events, or any other races are only eligible for promotional support through Visit Brownsville CVB advertising platforms, including the CVB billboard, social media awareness, Visit Brownsville Events Calendar, and newsletter.
- Applications must be filled out completely and accurately. The BCVB Advisory Board reserves the right to reject any incomplete, inaccurate or otherwise unclear application.
- If applicants are unresponsive within the specified timeframe, the Board reserves the right to cancel funding at the following board meeting.
- Approved sponsorship funding, subject to CVB Board approval, shall be disbursed in two (2) installments. The first installment will be released following application approval and execution of the sponsorship agreement, while the second and final installment will be released upon submission and review of the required post-event report, including supporting documentation verifying that all expenses incurred were eligible and consistent with the approved funding guidelines.

EVENT MARKETING

- It is mandatory to provide comprehensive marketing and publicity strategy outlining the promotional activities, advertising channels, target audiences, and outreach efforts that will be used to attract attendees, participants, and visitors to the event.
- It is mandatory to provide the extent to which the event will promote Brownsville beyond the local market through regional, national, or international marketing efforts, increasing the City's visibility and positioning it as an attractive convention, sports, cultural, and tourism destination.
- Provide in the application with any supporting market data, historical attendance figures, industry trends, demographic information, and other relevant research demonstrating the event's potential attendance, visitor reach, and anticipated economic impact.

EVENT IMPACT

- The extent to which the proposed event is expected to generate measurable increases in hotel/motel room nights, occupancy rates, and Hotel Occupancy Tax (HOT) revenue within the City of Brownsville. Applicants should demonstrate the event's potential to attract overnight visitors, including out-of-town participants, attendees, vendors, exhibitors, and spectators, and provide supporting data or projections when available.

- The extent to which the event is anticipated to generate direct economic benefits for Brownsville through increased convention, sports tourism, and general visitor activity. Consideration will be given to projected visitor attendance, out-of-market participation, length of stay, and anticipated spending at local hotels, restaurants, retail businesses, attractions, and other tourism-related establishments.

- The event's demonstrated ability to generate positive media coverage and promotional exposure both within and outside the Brownsville market. Consideration will be given to local, regional, national, and international media coverage, digital and social media reach, marketing partnerships, audience engagement, and opportunities to enhance Brownsville's visibility as a tourism, sports, and cultural destination.

EVENT COMMUNITY ENGAGEMENT

- The extent to which the proposed event provides a meaningful and measurable benefit to the Brownsville community, including opportunities for local businesses, organizations, nonprofits, educational institutions, artists, athletes, vendors, and residents to participate. Consideration will also be given to the event's potential to support local economic development, promote community pride, and create positive social and cultural experiences.

- The extent to which the event demonstrates the capacity to engage a broad and diverse segment of the Brownsville community through inclusive programming, accessible activities, and effective outreach strategies. Consideration will be given to anticipated attendance, opportunities for residents of different ages and backgrounds

to participate, partnerships with local organizations, and initiatives that encourage greater awareness, involvement, and participation in community events.

- The extent to which the event has the potential to establish lasting community relationships, encourage recurring participation, and contribute to Brownsville's cultural, recreational, and tourism development. Consideration will be given to the event's ability to create ongoing opportunities for local involvement, strengthen community partnerships, and build a sustainable event presence that benefits the City beyond the event date.

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
- 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.
- Retroactive Funding from previous projects or fiscal years.

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 ears 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 or 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 receive 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: Nathan Burkhart or Malinalli Montesam
Brownsville Convention and Visitors Bureau
1312 E. Adams St. | (956) 551-6025
visitbtx@brownsvilletx.gov
CC: Nathan.burkhart@brownsvilletx.gov
malinalli.montesam@brownsvilletx.gov

NOTE: APPLICATIONS WILL NOT BE CONSIDRED 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: ◯ *non-profit profit* ◯ *public* ◯ *government* ◯ *other* *If non-profit, please provide written proof of organization status.*
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: *Please note that stated contracted room nights generated will be subject to an audit by BCVB staff.*

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:

VISIT Brownsville

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: ○ *non-profit profit* ○ *public* ○ *government* ○ *other*	
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
- Funding expenses including invoices, contracts and receipts.

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

Print Name:	Signature:
Title:	