

**Daytona Beach Area Convention & Visitors Bureau  
HAAA Event Marketing Support Application**

1. Event Name: \_\_\_\_\_
2. Existing Event: \_\_\_\_\_ # of years / New Event \_\_\_\_\_ Year starting
3. Event Dates: \_\_\_\_\_ Times: \_\_\_\_\_
4. Primary Event Locations: \_\_\_\_\_
5. Designated Contact: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Web site: \_\_\_\_\_
6. Specific Support Requested from HAAA:  
Advertising: \$ \_\_\_\_\_  
Collaterals / Direct Mail: \$ \_\_\_\_\_  
Web site design/hosting: \$ \_\_\_\_\_  
TOTAL: \$ \_\_\_\_\_
7. Image Building: Attach a description of how the event will enhance the overall image of the Daytona Beach area.
8. Project the expected number of Overnight Accommodations to be used:  
No. of Rooms: \_\_\_\_\_ Date In: \_\_\_\_\_ Date Out: \_\_\_\_\_ Total Room Nights: \_\_\_\_\_  
**\*Housing must be made available to every hotel / lodging in the Halifax Taxing District.**
9. Are you using a housing bureau, host hotel or hotel sponsor? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, please list: \_\_\_\_\_
10. Long Term Growth: Higher priority is given to events that can demonstrate projected future performance. Attach a proposed plan, including impact on the community.
11. Budget: Attach a complete marketing plan and budget for the event. List all corporate sponsors and activity.
12. Stability of Promoter: Attach a resume of your experience in producing this event.
13. Complete Questionnaire on 2<sup>nd</sup> page of this application.

By my signature below, I understand and will comply with the procedures for HAAA Event Marketing Support.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Position: \_\_\_\_\_

**Return to:**  
**Shawn Abbatessa, Market Development Director**  
**Special Events Department**  
email: [sabbatessa@daytonabeach.com](mailto:sabbatessa@daytonabeach.com)

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**Questionnaire (Provide detailed answers on a separate sheet of paper)**

1. Provide details of the number of years the event organizer/rights holder has:
  - A) Held the event
  - B) Years/experience running other events (include name/location of other events)
2. List other area government, city, corporate or other business partners the event organizer has approached for funding or support (detail type of support) within our community.
3. What is the exact media value that will be placed, including:
  - A) Which Geo markets
  - B) Media type & timing
4. Projected attendance both total and average per day.
5. Is there a ticket cost for the event or is it free?
6. Will there be any Local marketing/advertising? If so, explain in detail.
7. Will event organizer approve the CVB Booking Engine to be placed on the Special Event site?
8. Will Event Organizer approve CVB Tent or Welcome booth for data collection and lead generation at the event at no cost to the CVB?
9. List ALL Funding Sources either hard dollar or trade and the amount of each.
10. If permitting is required, have the permits been approved and paid for?