



Office of Tourism
2010 Great Events Application
DEADLINE: October 1, 2009

Please type or print clearly. Complete each section and answer every question.

Return completed application to: Joey Hockett
South Dakota Office of Tourism
711 E. Wells Ave.
Pierre, S.D. 57501
Email: Joey.Hockett@state.sd.us
Phone: 800-952-3625
Fax: 605-773-3256

Section 1: EVENT INFORMATION

Name of Event: _____

Dates of Event: _____

Location of Event: _____

E-mail Address: _____

Web site: _____

Section 2: APPLICANT INFORMATION

Submitted by (Event Organizer): _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____

Fax: _____

E-mail Address: _____

Signature: _____ Date: _____

Section 3: EVENT BACKGROUND

Describe the event:

Describe the history and purpose of the event:

Year the event began: Annual event since_____.

Describe the impacts of this event on the local community and surrounding areas:

Section 4: EVENT GOALS

Describe the visions and goals for the future of this event:

Section 5: CURRENT SUPPORT/SERVICES

Are there lodging accommodations available in the event host city? ____Yes ____No

If Yes: ____ Hotels/Motels ____ Campgrounds ____ Bed & Breakfasts Other: ____

Are there restaurants in the event host city? ____Yes ____No

Are there paid staff employed by this event (full and/or part-time)? ____Yes ____No

Are there unpaid volunteers involved with this event? ____Yes ____No

Provide proof of community involvement by attaching one or more of the following:

Support letter from community leader. (And/Or) Summary of community financial support, including cash and in-kind donations.

Section 6: MARKETING

Describe the target market(s) of this event (geographic reach of the event):

Describe the target audience of this event including any available demographic information:

Describe any marketing and/or advertising assistance this event receives or has been offered:

Has the event had a marketing plan in previous years? ____Yes ____No

If yes, please provide as much detail as possible. Was the event promoted using any of the following:

Radio advertisements: ____Yes ____No If Yes, cost: \$_____

Television ads: ____Yes ____No If Yes, cost: \$_____

Print advertisements: ____Yes ____No If Yes, cost: \$_____

Please list any other paid advertising or promotional efforts and costs associated:

Describe plans for future marketing efforts. Provide a proposed future marketing plan.

Section 7: TRACKING

Describe how event inquiries are handled and tracked.

Describe how event attendance is tracked and provide explanations:

____ Car counts. Describe method:

____ Individual visitor counts. Describe method:

____ Gate receipts. Describe method:

____ Other. Describe method:

Please list the number of vendors participating at the event (if applicable) and if revenues or fees are expected for future vendor participation:

2007 _____

2008 _____

2009 _____

2010 _____ Estimated revenues/fees: _____

If tracked, please provide the following:

Motel occupancy rates:

2007 _____

2008 _____

2009 _____

Campground occupancy rates:

2007 _____

2008 _____

2009 _____

Total event attendance:

2007 _____

2008 _____

2009 _____

Section 8: FUNDING

Is this a ticketed event? ____ Yes ____ No If yes, provide pricing structure.

Total event expenses:

2008 _____

2009 _____

2010 (estimated) _____

Total event revenue:

2008 _____

2009 _____

2010 (estimated) _____

Provide an overview of current funding resources.

Total amount of funding organizers plan to commit to 2010 event: \$ _____

**Please submit application by October 1, 2009,
to the South Dakota Office of Tourism.**