

DTPID Pre-Event Application and Budget Form

Submitted 90 days prior to Event Start

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|--------------------|--|-----------------------|--|
| Organization Name: | | | |
| Street Address: | | Primary Contact Name: | |
| City/State/Zip: | | Contact's Title: | |
| Main Phone Number: | | Contact's Phone No.: | |
| Website: | | Contact's Email: | |

| | | | |
|-------------------------|--|-------------------------|--|
| Event Name: | | | |
| Event Start Date: | | Event End Date: | |
| Previous DTPID Funding: | <input type="checkbox"/> Yes <input type="checkbox"/> No | If yes, how many times: | |

How to estimate Eligible TPID Funded Amount:

Select ONE method of computing the anticipated incremental room night code and fill in the appropriate blank:

- 1. **Hotel Booking Code** – Estimated number of trackable Hotel room nights through Hotel Booking Codes.
 $\underline{\hspace{2cm}} \times 1.0 = \underline{\hspace{2cm}}$ *Total Room Nights*
- 2. **Ticket Sales / Registration** – Estimated total number of ticket sales sold or registrations from outside of the DFW Metropolitan Statistical Area (MSA) multiplied by factor.
 $\underline{\hspace{2cm}} \times 0.6 = \underline{\hspace{2cm}}$ *Total Room Nights*
- 3. **Attendance Numbers** – Estimated total number of attendees of the event multiplied by factor.
 $\underline{\hspace{2cm}} \times 0.09 = \underline{\hspace{2cm}}$ *Total Room Nights*

Let's do the Math:

- Your anticipated number of **Hotel Room Nights** as determined above
- Multiplied by **Average Hotel Rate** (*use \$168 per night or your Booking Code Rate*) to get **Total Revenue**
- Divide **Total Revenue** by 10 to get the 10:1 required ROI = **Maximum Eligible DTPID Amount**

Hotel Room Nights $\underline{\hspace{2cm}}$ x *Avg. Room Rate* $\underline{\hspace{2cm}}$ = *Total Revenue* $\underline{\hspace{2cm}}$ ÷ 10 (*for ROI*) = $\underline{\hspace{2cm}}$
Maximum Eligible DTPID Amount

| Event Budget | | DTPID Funding Categories <i>(use all that apply)</i> | |
|-----------------------------------|----|--|----|
| Total Event Budget: | \$ | Event Marketing: | \$ |
| Total DTPID Funds (\$35,000 max): | \$ | Event Staffing: | \$ |
| | | Event Production: | \$ |
| DTPID as a % of Total (35% max): | % | Other _____: | \$ |
| | | Total DTPID Funds: | \$ |

Applicant, when submitting this Event Application Package, acknowledges the information contained herein as accurate and agrees to review of all related event materials and final support documentation prior to DTPID payment.

Applicant Signature: _____ Date: _____

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Brief Event Description:

Please add additional information to 'tell the story'

Brief Description of DTPID Funding Usage to Increase Attendance:

Please submit Application via email to Maribeth@VisitDallas.com