

## TERMS OF SPONSORSHIP

Applicant agrees to the following Terms of Sponsorship:

1. Visibility and promotional opportunities for Sonoma County Tourism:
  - a. Name and logo recognition to Sonoma County Tourism on all physical and digital materials for the event.
  - b. As agreed upon between Awardee and SCT, any/or all of the following:
    - i. Creation of a Sonoma County landing page with destination information, links to lodging partners, etc.
    - ii. Access to event customer names and contact information that SCT can use in future marketing
    - iii. Opportunities for SCT in event-related PR activities, particularly those with major outlet or national media coverage.
    - iv. Complimentary tickets for qualified travel media, influencers, writers, and other VIPs are not required but are appreciated.
    - v. Other promotional opportunities as available from the Applicant
2. Guarantee a complete and accurate Final Report to Sonoma County Tourism within 60 days of the event conclusion. The Final Report will include event specifics including:
  - a. ticket sales/number of attendees, visitor origination (if known) estimated overall event value to the destination, etc.
  - b. Value of marketing and PR exposure: paid, earned, owned media valuations
  - c. Accommodations: verification of the total room nights accumulated by the event, per location. Unless previously agreed upon, only Sonoma County business improvement area hotel rooms will be considered in the “room night” count for your application.
3. Agree to notify Sonoma County Tourism immediately if the event is cancelled, rescheduled, or downsized. If dates or the event change, the contract becomes void, and funding will no longer be guaranteed. The SCT Board of Directors must approve funding for the new dates.
4. Hold harmless Sonoma County Tourism, its Board of Directors, staff and volunteers from all claims, liabilities, causes of action and judgments arising out of the event.
5. If sponsorship support is awarded, a completed and signed W9 must be provided prior to payment.
6. Failure to meet the terms of sponsorship disqualifies you from future sponsorship funding for 12 months.
7. If the purpose of sponsorship funds changes from what was originally submitted to SCT, the Applicant must notify SCT in writing and get prior approval before reallocating sponsorship funding.