

LIFE OPENS UP

BAY AREA GROUP TRANSPORTATION PROGRAM APPLICATION

Sonoma County Tourism's ("SCT") "Bay Area Group Transportation" program offers complimentary bus transportation for Bay Area Groups who host a business / social gathering and overnight accommodations at a Sonoma County Tourism Business Improvement Area (BIA) hotel. The program offers round trip transportation for groups from a centralized pick-up location within the Bay Area to the contracted Sonoma County property.

BAY AREA GROUP TRANSPORTATION PROGRAM POLICY:

1. SCT must be included on the request for proposal (RFP).
2. The requesting SCT BIA hotel must complete this application in its entirety and submit it to sales@sonomacounty.com
 - a. Allow up to 72 hours for SCT review and consideration. Urgent requests can be made as needed.
3. Upon approval of an application, the requesting hotel may extend the incentive to the group.
4. If the incentive is utilized by the client as part of a program at the requesting hotel, an SCT Addendum must be executed by all parties (hotel, client, transportation provider, and SCT) in order to bind SCT to the incentive.
5. "Bay Area Groups" are defined as groups originating within 125 miles of Sonoma County.
6. Qualifying groups must contract a minimum of twenty-five (25) room nights at a BIA-assessed lodging property.
7. SCT reserves the right to amend, suspend, or terminate this program at any time, at its sole discretion.
8. Any deviation from these terms, the application, or the addendum shall render the incentive offer null and void.
9. The program is subject to the availability of both the transportation provider and the lodging property.
10. The incentive is not valid for existing or previously contracted programs.
11. Funds are limited and based on first-come, first-served basis.

APPLICATION

BIA PROPERTY: _____ SALES MANAGER: _____

PROGRAM NAME: _____ PROGRAM DATES: _____

EST. ROOM NIGHTS: _____ ADR: _____ EXPENSE DATES: _____

HAS THE GROUP BOOKED IN SONOMA COUNTY IN THE PREVIOUS 24 MONTHS? YES NO

ORIGIN CITY: _____

Submitted by applicant's sales contact:

PRINT NAME TITLE

SIGNATURE DATE

SONOMA COUNTY TOURISM -
Received and reviewed by:

PRINT NAME TITLE

Sonoma County Tourism:
 Approved as requested
 Not approved
