

21-22 TTB Event Sponsorship Recap Report

General Event Information

* Required

1. Event Category: *

Mark only one oval.

- Community Character Program
- Sports Event Program
- Major Events / Festivals
- Legacy Events

2. Name of Event *

3. Event Date(s) *

4. Event Location *

5. Funding Granted from JHTTB *

6. Do you plan to hold the event again next year? *

Mark only one oval.

Yes

No

7. Do you intend to apply for JHTTB funding for this event again next year? *

Mark only one oval.

Yes

No

8. Please comment on potential for event growth and development in future years: *

9. Please comment on the event's strengths and weaknesses (what went well and what could be improved upon): *

10. Please attach a complete and detailed actualized event budget: *

Files submitted:

11. Cash revenue (excluding in-kind support and JHTTB revenue): *

12. In-kind support: *

Please briefly outline all in-kind support received including that from The Town of Jackson and/or Teton County (i.e. bus service, equipment rental, street closure, staff presence, etc.).

13. Marketing expenses: *

14. Net profit or loss (excluding in-kind support): *

15. Event sponsorship income: *

16. Please upload a list of event sponsors and their contribution to the event.

Files submitted:

17. Summary of how JHTTB funding was used: *

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Event Impact

18. Number of event participants: *

Athletes, artists, exhibitors, etc.

19. Number of event volunteers: *

20. Number of event staff: *

21. Total number of spectators / attendees: *

22. What percentage of event attendees were local, in-state (non-local), and out-of-state? *

Please outline a percentage for each demographic to total 100%. Example: 15% local, 5% in-state, 80% out-of-state.

23. Total associated room nights generated: *

24. Estimated attendee spend on lodging per night: *

25. Total associated lodging spend generated: *

26. Please describe the methodology used to generate the numbers above: *

27. Please attach a complete marketing overview, including actualized media exposure. *

Files submitted:

28. Total marketing reach: *

A summary of total views, clicks, and engagements as a result of event marketing.

29. Percentage of visitors intending to return to Jackson: *

30. Please outline your perception of visitor satisfaction with the event: *

31. Please describe any sustainability or responsible tourism initiatives used during this event: *

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