



DODGE COUNTY CONVENTION AND VISITORS BUREAU

TOURISM SPONSORSHIP PROGRAM APPLICATION

The Fremont & Dodge County CVB has developed the 2017/2018 Tourism Sponsorship Program as a community-oriented tourism marketing and development investment program to assist in our mission of creating economic growth by promoting our destination for overnight and day visitors. The program is open to Dodge County non-profit organizations that align with one or more of the following strategic plan goals:

- Accelerated Sales: Attract additional meetings and events to the area
- Strong Collaboration & Partnerships: Strength relations with local organizations to be a more profound community advocate and promoter
- Improved Community Engagement: Inspire interest in the tourism and hospitality industry
- Factors that Fremont & Dodge County CVB may consider in evaluating a sponsorship request include, but are not limited to:
- Location of Event: The event must take place and serve to promote travel and tourism to Dodge County
- Event Request Date: The application must be submitted to Fremont & Dodge County CVB at least 90 days prior to the proposed event.
- Amount of Sponsorship Request: Sponsorship fund availability is based on the Fremont & Dodge County CVB yearly budgeted allocation for this purpose. Once the fund is depleted, there will not be any sponsorships for the remaining fiscal year.
- Recognition of Fremont & Dodge County CVB as a Sponsor: Should your sponsorship request be approved, Fremont & Dodge County CVB logo and/or name should be utilized in conjunction with any promotion of the event. CVB Staff will sign off on all sponsor materials, including logo.
- Use of Funds: Funds will not be provided for capital projects or general organizational operating expenses.
- Time of Year: Preference in funding may be given to events that happen during the need period of December through April.

The number of sponsorships and amount of funding is restricted and may vary from year-to-year depending on budgetary limitations. Sponsorships shall not be considered long-term commitments in order to encourage independent viability of events as well as support new initiatives. There are no guarantees that a sponsorship will be carried over from one year to another. The Tourism Sponsorship Programs funds will be paid out approximately 30 days prior to event date. If you require a special consideration, you must contact Molly Paden, (director@visitfremontne.org) for approval.

TIERED APPLICATIONS

The tiered application process is structured to help develop and strengthen marketing support for local community events. When trying to determine which tier your event may fall into, consider the following: Does my event bring in out-of-town visitors? Will I need a room block for anticipated overnight visitors? What do I expect the attendance of the event to be? Where will I be marketing this event? These are the types of questions that will be considered when awarding the grant amount.

TIER 1: SPONSORSHIP AMOUNT UP TO \$250

- Attendance is expected to be up to 100 people

TIER 2: SPONSORSHIP AMOUNT OF \$251-\$500

- Event should meet the factors listed above
- Attendance is expected to be up to 250 people
- Majority of the marketing for the event is locally driven

TIER 3: SPONSORSHIP AMOUNT OF \$501-\$1,500

- Event should meet the factors listed above
- Attendance is expected to be up to 500 people - historical event data on attendance may be requested.
- Majority of the marketing for the event is regionally based

TIER 4: SPONSORSHIP AMOUNT OF \$1,501-\$5,000

- Event should meet the factors listed above
- Attendance is expected to be over 1,000 with a large percent of out-of-town visitors expected
- Marketing for the event is local, regional, and may even be national in scale
- Historical data on the event may be requested
- Event proposal should include detail description of how the Fremont & Dodge County CVB will be recognized for the event sponsorship grant
- A final evaluation and follow up is expected within 30 days post event



DODGE COUNTY CONVENTION AND VISITORS BUREAU

APPLICATION:

36-3354207

FEDERAL EMPLOYER ID#

Nebraska Sports Council

ORGANIZATION NAME

7620 N. 70th St.

STREET ADDRESS OR LOCATION

PO Box 29366

MAILING ADDRESS (IF DIFFERENT)

Lincoln

CITY

NE

STATE

68529

ZIP

4024712544

TELEPHONE

www.NebraskaSportsCouncil.com

WEBSITE ADDRESS

Linus Hagedorn

CONTACT PERSON

hagedorn@nebraskasportscouncil.com

CONTACT E-MAIL

4022029288

CONTACT PHONE

PROJECT:

Cornhusker State Games Swim Meet

PROJECT TITLE

\$8,000

REQUESTED AMOUNT

PROJECT TIMELINE

July, 2025

START DATE

July , 2025

END DATE

JUSTIFICATION:

Body of application should answer the following questions 1-5 in narrative form. Be sure to provide the DCCVB with an original application. All applicants shall send this same information in PDF format by email on or before the deadline to, director@visitfremontne.org. **Submission of hard copies does not replace the requirement for application to be sent and received by email as receipt will time-stamp application submitted.**

REQUIRED FOR ALL APPLICANTS:

1. Briefly describe your organization and any partnering organization (noting its mission and primary activities) and, if applicable, how the partners will collaborate:

The Nebraska Sports Council is a 501 (c) (3) non-profit organization with a mission of providing quality competition for amateur athletes of all ages and abilities and promoting healthy and active lifestyle choices. We function as Nebraska's leader in sports and wellness events management.

The NSC is pleased to offer opportunities for amateur athletes of all ages and abilities! We create opportunities for members of our community to showcase athletic talents, participate for pure enjoyment, meet new friends, make family memories, test mental and physical limits and achieve healthier lifestyles.

2. Describe the initiative for which you seek funding. Clearly articulate your objective for this project. Include key proposed activities, target audience(s) (i.e., to whom this project is directed), and estimated project timeline. Clearly detail how requested funds will be used, include the plan that identifies specific actions that will be used to market this event/initiative to prospective out-of-area visitors:

The Cornhusker State Games is Nebraska's amateur sports festival. The sports offered provide a broad appeal to athletes of all ages and abilities, ranging from highly competitive Olympic sports to those that are more recreational and geared to participation. There's something for everyone!

The Cornhusker State Games, organized in 1985, has become a midsummer tradition allowing thousands of Nebraskans to participate.

The main mission of the Cornhusker State Games is offering good, wholesome family-oriented activities and abundant fun. Beyond that, the organization takes pride that its competition exposes a multitude of Nebraskans to the benefits of physical fitness, well-being and good sportsmanship.

The Cornhusker State Games are made possible because of the financial support of more than 60 corporate sponsors, in-kind and cash donations from more than 350 businesses and organizations, and the efforts of more than 2,500 volunteers.

Sponsorship dollars go to operating costs to ensure entry fees remain low for the participants.

3. Include or attach a detailed budget that clearly shows revenues and expenditures. identify all other sponsors and indicate whether sponsorship(s) are cash or in-kind:

This is for 2024, but 2025 and consecutive years would be similar.

Sport = Aquatics - Swimming

Director = Miranda Long

2024 Actual # of Athletes =

2024 Est Number of Athletes = 250

2023 Actual # of Athletes = 247

2023 Est Number of Athletes = 250

2023 2023 2024 2024

BUDGET ACTUAL BUDGET ACTUAL

EXPENSES

SITE RENTAL \$1400/day \$5,000.00 \$5,000.00 \$3,300.00 \$-

Hospitality Room \$300.00 \$300.00

Lifeguards \$1,950.00

ATHLETE T-SHIRTS

Budgeted

250 Athletes \$4.00 \$937.50 \$1,000.00

Actual

0 Athletes \$4.00 \$- \$-

VOLUNTEER T-SHIRTS

Budgeted

85 Volunteers x \$4.25 \$361.25 \$361.25

Actual

0 Volunteers x \$4.25 \$- \$-

MEDALS AND AWARDS

Budgeted

650 Medals x \$5.00 \$2,900.00 \$3,250.00

Trophies \$100.00 \$-

Actual

0 Medals x \$5.00 \$- \$-

Trophies \$-

OFFICIALS

Budgeted

Officials (4 per session) \$75/Per \$375.00 \$375.00 \$450.00 \$-

Computer \$75/per \$375.00 \$375.00 \$-

Maintenance \$60/per \$180.00 \$180.00 \$180.00 \$-

CLERICAL SUPPLIES

Programs

Labels & Printer Ink

Meeting

Sanction \$25.00 \$25.00 \$25.00 \$-

INSURANCE

Budgeted

250 Athletes x \$2.00 \$500.00 \$500.00

Actual

4. Describe the benefit of this project to Fremont & Dodge County, including any economic benefits; demonstrate clearly how initiative will increase out-of-area visitation; Describe the methods and tools for measuring event success in addition to surveying; target goal for increased overnight or daytrip visits, increased audience/circulation, number of tickets sold, overnight rooms booked/occupied, coupons redeemed or other quantifiable measures:

NEBRASKA SPORTS COUNCIL AGREES TO:

- Include Visit Fremont and Dodge County in Cornhusker State Games materials and promotions, including:
 - o Mention in statewide news releases
 - o Logo and link on the Swimming and Powerlifting pages of the CSG website
 - o Logo and link on the Swimming and Powerlifting pages of the NSC Yearbook
 - o Logo and link on the Corporate Sponsors page on the CSG website
 - o Listing as a Gold Partner on 3,000 CSG posters
 - o Logo on signage at all CSG Swimming and Powerlifting venues
 - o Medal presentation rights at CSG Swimming and Powerlifting venues
 - o Complimentary vendor booth privileges at CSG Swimming and Powerlifting venues
 - o Logo exposure on the video board at CSG Opening Night
 - o Opportunity to include coupon or ad in CSG digital packets (est. 10,000)

5. Explain your plans to sustain this initiative/event in future years;

Aquatics-Swimming is one of the most popular events in the Cornhusker State Games and has been since 1985. Participation numbers have changed over the years because of the lack of venues in the city of Lincoln. Thanks to the move to Fremont, the numbers are climbing back. In the next 3 years, we predict the participation numbers will grow to 800-1,000. The Fremont YMCA and their state-of-the-art swimming pool will be the home of the Cornhusker State Games swim meet for as long as we have the financial backing.