



EVENT PARTNERSHIP PROGRAMS

City of Montrose
Office of Business and Tourism
107 S Cascade Ave, Montrose, CO 81401
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Background

In April 2013, the Office of Business and Tourism (OBT) was established by the City of Montrose (city) to administer the Retail Sales Enhancement (RSE) fund and the Tourism Promotion (TP) programs. In 2015, the Montrose City Council designated the OBT as the marketing organization for the city. Reflecting the move, the OBT began to administer funds with the focus of promoting Montrose as a choice location to raise a family or run a business as well as a world-class outdoor recreation and tourism destination.

Focus and Priority

The OBT aims to partner with event promoters as well as tourism and retail businesses by assisting with offerings that have a positive impact on the local economy (i.e., lodging properties, restaurants, and retail establishments). The OBT will consider supporting events through the Event Partnership Programs that attract visitors, increase overnight visitor stays, increase sales tax collection, or provide a combination thereof.

While events may serve as an important means of attracting guests to the community, the OBT is a marketing organization and must carefully focus the bulk of its limited resources on key associated tasks. While taking on the role of an events company is outside the scope of the OBT mission, the OBT does provide principal event management for city-sponsored events: Earth Week; Fourth of July parade and fireworks; holiday festivities, (Tree Lighting Ceremony, Santa's Cabin, and Parade of Lights); and the FUNC Fest.

Exclusions

While the OBT does not currently limit the number of years it will fund an event, its goal is to support events into self-sufficiency, at which point the OBT can shift to assisting other events that also support the OBT mission. As Event Partnership Programs continue to mature, such guidelines may be introduced.

Assistance that the OBT does not typically provide includes, but is not limited to:

- General operating expenses
- Individuals (scholarships, financial aid, private events, social functions, etc.)
- Religious organizations for sectarian purposes
- Political organizations or campaigns
- Debt retirement or existing financial obligations
- Research



Events that do not qualify for OBT assistance are encouraged to refer to the *Additional Support and Resources* section for additional local and regional event assistance and information that may positively impact their organization's planning efforts.

Program Categories

The OBT currently offers event assistance consideration in the following event categories.

Category 1: Community Impact Award Program (CI Award)

Events designed for a predominantly local audience, organized by local businesses or non-profits, either as fundraisers or community events.

Being hospitable hosts and proactive community partners is a foundational OBT effort. The CI Award Program is the OBT's way of supporting local events and fundraisers that serve residents and enhance the quality of life in the Montrose area, while not necessarily impacting tourism or retail sales activity. Additionally, the OBT's interest in such events is to serve visitors looking for activities to accessorize their stay and keep locals in town who may otherwise seek entertainment and events outside the community.

CI Awards are limited to \$250 per event and are considered on a first-come, first-served basis. Award requests will no longer be accepted once available funding has been exhausted (\$5,000 annually).

CI Awards may be provided in a number of ways and will generally be project/event specific. Examples include:

- Purchase of event tickets or event tables
- Sponsorship with clearly defined benefits (e.g. "gold, silver, bronze" structure)
- OBT-branded swag provided for sale/giveaway (e.g., silent auctions, drawings, etc.)
- In-kind services (e.g., city departmental resources)
- Waiver of applicable event fees (e.g., city permits)
- Montrose Bucks (e.g., for awards, prizes, gifts for welcome bags, etc.)

The preference is to support organizations exempt from federal income taxes under Section 501(c)3 of the Internal Revenue Code and governed by a volunteer board of directors with at least five unrelated members.

Submission

Events considered for CI Awards must first be submitted to the VisitMontrose.com calendar. To upload event information:



1. Visit CityofMontrose.org/Events
2. Click "Submit Your Event & Graphics" (upper right)
3. Complete the online form (upload electronic posters and graphics during this procedure)

Once event information is submitted online, an accompanying CI Award application must be forwarded to the OBT for consideration. Requests should be a maximum of two pages (excluding accompanying event-related marketing materials/examples) and be submitted on organizational letterhead. For proper consideration, applicants are asked to include the following:

1. Program/project/event summary (e.g., date, location, ticket/registration prices, etc.), history, and purpose for which funds are requested
2. Amount requested
3. Explanation of how the function or event will make a difference in the community
4. Explanation of how/whether the function or event will make a difference to the tourism and retail community
5. Explain any sponsorship benefits for the OBT
6. Name, address, tax ID number, and contact information of the applying organization
7. Name and contact information of the organization's representative who will act as a single point of contact
8. Signature and date of signature by the applicant and board chair/president on the *Certification and Compliance* document

Email is the preferred method of submission as it provides an official date and time stamp to help ensure fairness and equity among all applicants. Submit request to events@visitmontrose.com with a subject title, "Request for CI Award support, (name of organization)."

Public computers are available for use at the Downtown Visitor Center and the Montrose Regional Library. If you are unable to submit your request by email, please mail or hand-deliver it to the Downtown Visitor Center (107 S Cascade Ave, Montrose, CO 81401) and ensure that the staffer receiving the application initials it and includes a date and time of receipt.

CI Award applications will be accepted starting October 1, annually.



Review and Approval

Requests will be considered on a first come, first served basis, and reviewed by OBT staff, the Tourism Retail Advisory Committee (TRAC), or an authorized working group thereof.

Notification and Disbursement

Event coordinators of projects selected for assistance will be notified by the OBT.

It is the responsibility of the recipient organization to invoice the OBT for the committed amount of funding within 45 days of the event (and no later than December 1). Certain funds may be disbursed up to 30 days prior to the date of the program, event, or project. If the occasion is canceled or postponed, funding must be promptly returned to the OBT.

Branding Requirements

While not required, acknowledgement of the OBT in event programs and promotional materials is appreciated.

If the OBT logo is to be used, the OBT marketing coordinator must approve all uses of city or OBT logos for proper branding and use.

A final proof for all marketing materials developed under the CI Award shall be provided to and approved by the OBT marketing coordinator prior to submission for publication and/or release.

Post-Event Report

Within 45 days of the event, a CI Award recipient must submit a post-event report that shall include:

1. A narrative describing:
 - How the funds were spent
 - The progress made toward the purposes of the award
2. A minimum of three high-quality, high-resolution images or photographs

Failure to submit the post-event report may compromise the recipient's eligibility for future CI Award assistance.

Category 2: Marketing Assistance Program (MAP)

Events designed to or expected to attract out-of-town attendees resulting in a substantial positive impact on the local economy.

The OBT provides assistance to help promote events that support tourism and retail



business. TP and RSE funds designated for Marketing Assistance Program (MAP) support will target such events, programs, or projects that promote the city (and surrounding region) as a preferred destination for visitation and relocation.

While Category 2 events may attract a significant local audience and share certain similarities with Category 1 events, Category 2 events are designed and promoted by event organizers with the intent to draw from a larger regional, state, national, and international audience, thus increasing overnight stays in hotels and retail sales.

The MAP is a discretionary program of limited marketing funding that may be utilized for events in which the OBT sees significant RSE and TP potential. The level of assistance provided by the OBT will be influenced by the documented number of attendees, number of anticipated overnight stays, and availability of OBT funds, resources, and priorities. MAP assistance provided will be designed by the OBT marketing coordinator and event organizer to complement the event's established marketing plan.

The OBT may prompt an event organizer to apply for the MAP, or the event organizer may initiate MAP application.

Submission

Events considered for the MAP must first be submitted to the VisitMontrose.com calendar. To upload event information:

1. Visit CityofMontrose.org/Events
2. Click "Submit Your Event & Graphics" (upper right)
3. Complete the online form (upload electronic posters and graphics during this procedure)

Once event information is submitted online, the event organizer may request consideration for additional marketing assistance. Submissions must include:

1. Comprehensive marketing plan
2. Program/project/event summary (e.g., date, location, ticket/registration prices, etc.), history, and purpose for which marketing support is requested
3. Explanation of:
 - How the function or event will make a difference to the community
 - How/whether the function or event will make a difference to the tourism and retail communities
 - Any sponsorship benefits for the OBT



4. Name, address, tax ID number (if applicable), and contact information of the applying organization
5. Name and contact information of the organization's representative who will act as a single point of contact
6. Signature and date of signature by the applicant (and/or board chair/president, if applicable) on the *Certification and Compliance* document

Submit request to events@visitmontrose.com with a subject title, "Request for MAP support, (name of organization)."

Review and Approval

Funding is limited, and the program is discretionary; therefore, the sooner an event is submitted online and a complete submission received, the sooner the OBT may consider it for marketing assistance. Prime consideration, support, and effort will be given to events submitting their offerings with sufficient lead time for the OBT to act strategically, thoughtfully, and responsibly in stewarding TP and RSE funds dedicated to the MAP.

Support through the MAP may be provided unsolicited by the OBT, while requests for MAP support will be reviewed by OBT staff, the TRAC, or an authorized working group thereof.

Notification and Disbursement

Event coordinators of projects selected for assistance will be notified by the OBT.

Direct funding will not be provided; rather, MAP support will manifest in the form of marketing assistance designed by the OBT marketing coordinator and event organizer to complement the event's established marketing plan.

Branding Requirements

Assistance may include requirements for funding acknowledgment or co-branding on event marketing materials. Recipients will work with the OBT marketing coordinator to make a determination on a case-by-case basis.

The OBT marketing coordinator must approve all uses of city or OBT logos for proper branding and use.

A final proof for all marketing materials developed under the MAP shall be provided to and approved by the OBT marketing coordinator prior to submission for publication and/or release.



Post-Event Report

Within 45 days of the event, a MAP recipient must submit a post-event report that shall include:

1. A narrative describing:
 - How the funds were spent
 - The progress made toward the purposes of the award
 - How assistance received enhanced and expanded the event
 - An explanation if assistance was ineffective
2. The number of room nights generated from this event
3. A list of any media paid and earned exposure received (local, regional, national, print, television, or radio, as well as examples of promotional materials such as brochures, posters, programs, etc.)
4. Event marketing statistics
5. A minimum of three high-quality, high-resolution images or photographs

Failure to submit the post-event report may compromise the recipient's eligibility for future MAP assistance.

Category 3: Group Assistance Program (GAP)

Group events that are coordinated with a specific membership, association, or registration-based audience in mind.

Organizers of such events often can provide specific attendee information in advance of the event, easily demonstrating a direct benefit to the community in terms of overnight stays and increased retail sales activity. The level of assistance provided by the OBT will be influenced by the documented number of attendees, number of anticipated overnight stays, and availability of OBT funds, resources, and priorities. By the nature of this type of event and its established audience, marketing assistance will not be provided; rather, the OBT may offer facilitation and logistical support to GAP recipients.

The OBT may prompt an event organizer to apply for the GAP, or the event organizer may initiate GAP application.

Submission

To inquire about GAP assistance, the event organizer should submit the following information for consideration:



1. Program/project/event summary (e.g., date, location, ticket/registration prices, etc.), history, and purpose for which funds are requested
2. Explanation of:
 - How the function or event will make a difference to the community
 - How/whether the function or event will make a difference to the tourism and retail communities
 - Any sponsorship benefits for the OBT
3. Name, address, tax ID number (if applicable), and contact information of the applying organization
4. Name and contact information of the organization's representative who will act as a single point of contact
5. Signature and date of signature by the applicant (and/or board chair/president, if applicable) on the Certification and Compliance document

Submit request to events@visitmontrose.com with a subject title, "Request for GAP support, (name of organization)."

Review and Approval

Funding is limited, and the program is discretionary; therefore, the sooner an event is submitted online and a written request is received, the sooner the OBT may consider it for the GAP. Prime consideration, support, and effort will be given to events submitting their offerings with sufficient lead time for the OBT to act strategically, thoughtfully, responsibly in stewarding TP and RSE funds dedicated to the GAP.

Support through the GAP may be provided unsolicited by the OBT, while requests for GAP support will be reviewed by OBT staff, the TRAC, or an authorized working group thereof.

Notification and Disbursement

Event coordinators of projects selected for assistance will be notified by the OBT.

Direct funding will not be provided; rather, GAP assistance may manifest in a number of ways and will generally be event specific. Examples include:

- OBT-branded swag provided for sale/giveaway (e.g., silent auctions, drawings, etc.)
- In-kind services (e.g., city departmental resources)
- Waiver of applicable event fees (e.g., city permits)
- Montrose Bucks (e.g., for awards, prizes, gifts for welcome bags, etc.)
- Transportation assistance to/among local lodging facilities, retail establishments, and/or regional assets



Branding Requirements

Assistance may include requirements for funding acknowledgment or co-branding. Recipients will work with the OBT marketing coordinator to make a determination on a case-by-case basis.

The OBT marketing coordinator must approve all uses of city or OBT logos for proper branding and use.

A final proof shall be provided to and approved by the OBT marketing coordinator prior to submission for publication and/or release.

Post-Event Report

Within 45 days of the event, a GAP recipient should submit a post-event report that shall include:

1. A narrative describing:
 - How the funds were spent
 - The progress made toward the purposes of the award
 - How assistance received enhanced and expanded the event
 - An explanation if assistance was ineffective
2. Actual attendee statistics (number of room nights generated from this event, ZIP codes, rooms per hotel, and mechanism to gather attendee feedback such as email addresses for post-event follow up by the OBT, if feasible)
3. A list of any media paid and earned exposure received (local, regional, national, print, television, or radio, as well as examples of promotional materials such as brochures, posters, programs, etc.)
4. Event marketing statistics
5. A minimum of three high-quality, high-resolution images or photographs

Category 4: Competitive Team Sports Program (CTSP)

Competitive team sports events, such as tournaments and meets that draw participants from outside the area, often for full- or multi-day activities.

While these events share some characteristics with Category 3 events, CTSP events may involve fostering long-term relationships with local schools, leagues, associations, enthusiasts, and athletic directors through the efforts of the city's competitive sports program coordinator who is tasked with working proactively to bring such events to the community.



Organizers of such events shall provide specific attendee information in advance of the event, easily demonstrating a direct benefit to the community in terms of overnight stays and increased retail sales activity. The level of assistance will be influenced by the documented number of attendees, number of anticipated overnight stays, and availability of funds, resources, and priorities. Community outreach marketing assistance may be provided along with facilitation and logistical support to recipients. Additional, it is generally expected that annual attendance increases each year in order to be eligible for continued funding.

The city's competitive sports program coordinator may prompt an event organizer to apply for support or the event organizer may initiate application.

Submission

To inquire about CTSP assistance, the event organizer should submit the following information for consideration:

1. Tournament/program/event summary (e.g., date, location, ticket/registration prices, etc.), history, and purpose for which funds are requested
2. Indicate whether
 - An organization representative has attended any of the annual City sports trainings (provide date of attendance or event name)
 - Your organization
 - will require coaching trainings
 - has a parent code of ethics
 - has a process for correcting poor sportsmanship/conduct for all ages and provides documentation
3. Explanation of how the organization instills the principles of "Changing the Game" in its organization and event/tournament structure; include details for how principles are supported
4. Explanation of:
 - how the event will make a difference to the community
 - how/whether the tournament/event will make a difference to the tourism and retail communities
 - any sponsorship benefits for the city
5. Name, address, tax ID number (if applicable), and contact information of the applying organization



6. Name and contact information of the organization's representative who will act as a single point of contact
7. Signature and date of signature by the applicant (and/or board chair/president, if applicable) on the *Certification and Compliance* document

Submit request to ctsp@visitmontrose.com with a subject title, "Request for CTSP support, (name of organization)."

Review and Approval

Funding is limited, and the program is discretionary; therefore, the sooner an event is submitted online and a written request is received, the sooner it may be considered. Prime consideration, support, and effort will be given to events submitting their offerings with sufficient lead time to act strategically, thoughtfully, responsibly in stewarding funds dedicated to the CTSP.

Support through the CTSP may be provided unsolicited by the city, while requests for CTSP support will be reviewed by the program coordinator, city staff, or an authorized working group thereof.

Notification and Disbursement

Event coordinators of projects selected for assistance will be notified by the competitive sports program coordinator.

Disbursement of any direct funding and details for other event assistance will be established by the event award letter.

CTSP assistance may manifest in a number of ways and will generally be event specific. Examples include:

- OBT-branded swag provided for sale/giveaway (e.g., silent auctions, drawings, etc.)
- In-kind services (e.g., city departmental resources)
- Waiver of applicable event fees (e.g., city permits)
- Montrose Bucks (e.g., for awards, prizes, gifts for welcome bags, etc.)
- Transportation assistance to/among local lodging facilities, retail establishments, and/or regional assets
- Tournament/event marketing



Branding Requirements

Assistance may include requirements for funding acknowledgment or co-branding. Recipients will work with the OBT marketing coordinator to make a determination on a case-by-case basis.

The OBT marketing coordinator must approve all uses of city or OBT logos for proper branding and use.

A final proof shall be provided to and approved by the OBT marketing coordinator prior to submission for publication and/or release.

Post-Event Report

Financial event assistance will be paid post event and provided as reimbursement for pre-approved, actual expenditures, unless otherwise specified in the event award letter. Within 45 days of the event, a CTSP recipient should submit a post-event report that shall include:

1. A narrative describing:
 - How the funds were spent
 - The progress made toward the purposes of the award
 - How assistance received enhanced and expanded the event
 - An explanation if assistance was ineffective
2. Actual attendee statistics (number of room nights generated from this event, ZIP codes, rooms per hotel, and mechanism to gather attendee feedback such as email addresses for post-event follow up by the OBT or the city, if feasible)
3. A list of any media paid and earned exposure received (local, regional, national, print, television, or radio, as well as examples of promotional materials such as brochures, posters, programs, etc.)
4. Event marketing statistics
5. A minimum of three high-quality, high-resolution images or photographs

Category 5: Event Proposal

Events outside the scope of Categories 1-4.

An event organizer seeking significant assistance from the OBT for an event outside of the OBT's current Event Partnership Programs offerings may submit a complete event proposal for consideration, which, if recommended, will be referred to the City Manager's Office for final approval.



Submission

Only comprehensive, thoughtful, professionally prepared event proposals will be considered by the OBT. Proposals must include all of the following elements:

1. Summary (e.g., name, date, location, ticket/registration prices, attendance numbers, etc.), history, and purpose for which funds are requested
2. Nexus with community marketing, detailing:
 - Any collaborative efforts with local organizations and businesses
 - How the event will make a difference to the community
3. How/whether the event will make a difference to the tourism and retail communities, including:
 - The business plan, including efforts toward self-sufficiency/permanence, strategies for attracting out-of-town/overnight visitors, sponsorship packages and incentives to encourage local business and community support and ensure the OBT is not the sole event sponsor, etc.
 - The short and long-term marketing plans, plus an explanation of all marketing and advertising initiatives
 - Any sponsorship benefits for the OBT
4. Name, address, tax ID number (if applicable), and contact information of the applying organization
5. Name and contact information of the organization's representative who will act as a single point of contact
6. Signature and date of signature by the applicant (and/or board chair/president, if applicable) on the *Certification and Compliance* document

Submit request to events@visitmontrose.com with a subject title, "Request for event support, (name of organization)."

Review and Approval

Funding is limited. The sooner a proposal for a Category 5 level event is submitted, the sooner it may be considered for assistance. Prime consideration, support, and effort will be given to events submitting their offerings with sufficient lead time for the OBT to act strategically, thoughtfully, responsibly in stewarding TP and RSE monies dedicated to the event proposal.

If a proposal receives an initial recommendation by staff and/or the appropriate TRAC working group, it will be referred for final approval to the City Manager's Office. If accepted, the city manager will authorize an event budget utilizing a combination of RSE,



TP, city General Fund assistance, and in-kind support, and an event contract or MOU will be developed that outlines specific obligations of both parties.

Notification and Disbursement

Event coordinators of projects selected for assistance will be notified by the OBT.

Disbursement of any direct funding and details for other event assistance will be established by the event contract/MOU.

Branding Requirements

Branding arrangements will be established in the event contract/MOU.

Post-Event Report

Financial event assistance will be paid post event and provided as reimbursement for pre-approved, actual expenditures, unless otherwise specified in the event contract/MOU. Within 45 days of the event, an event proposal recipient must submit a post-event report that shall include:

1. A narrative describing:
 - How the funds were spent
 - The progress made toward the purposes of the award
 - How assistance received enhanced and expanded the event
 - An explanation if assistance was ineffective
2. Actual attendee statistics (number of room nights generated from this event, ZIP codes, rooms per hotel, and mechanism to gather attendee feedback such as email addresses for post-event follow up by the OBT, if feasible)
3. A list of any media paid and earned exposure received (local, regional, national, print, television, or radio, as well as examples of promotional materials such as brochures, posters, programs, etc.)
4. Event marketing statistics
5. A minimum of three high-quality, high-resolution images or photographs

Failure to submit the post-event report may compromise the recipient's future eligibility for event proposal assistance.

Additional Support and Resources

While the OBT is eager for the success of all community events, some may not align with the OBT's current program criteria. Events may take advantage of several avenues of non-financial support through the OBT as well as a number of other local and regional resources.



VisitMontrose.com and Visit Montrose mobile app event listing(s)

Submit event information for consideration using the online form available at VisitMontrose.com/EventListing. Event information will appear on VisitMontrose.com, the community's official tourism Web site, and the Visit Montrose mobile app. Events must be of at least general interest to the public. Business promotions, such as sales, special offers, and discounts, do not qualify as "events" in this context.

Montrose TV

Montrose cable television subscribers receive Montrose TV, the city's government access channel. Event organizers may submit a request to have their event information posted on the community events calendar that displays periodically throughout the day. Specific listing requirements are included with the event submittal form at CityofMontrose.org/MontroseTV.

Visitor Center and Electronic Displays

Located right in the heart of downtown at 107 S Cascade Ave, the community bulletin board and electronic displays in the Downtown Visitor Center afford an excellent opportunity to promote events to locals and visitors alike. Contact the visitor center at 970.497.8558 to learn more. Additional electronic displays as seen in the visitor center are presented throughout town at various sites, like the Montrose Pavilion and Montrose Regional Airport, to further highlight events.

Social Media

The OBT will support event efforts through selective postings on all of the Visit Montrose social media sites.

Guest Services

Promotional Items/SWAG. The OBT offers promotional and hospitality items, or "swag," that may be included in welcome bags, registration offerings, reference items for professional recruitment, etc. OBT-branded items are available for sale, while others are complementary. Items and supplies are subject to availability.

To download the form, visit CityofMontrose.org/events. In the upper right corner in the big blue box, click on the link, "Promotion Items/SWAG Request." Forward your completed request to the OBT for processing.



Pre-Arrival Assistance. The OBT offers to mail *Montrose Visitor Guide* packets to guests (friends, family, event attendees, etc.) prior to their arrival in town. To utilize this service, please provide complete mailing information. For ten or more packets, printed labels are appreciated. Items and supplies are subject to availability.

Welcome Services. The OBT offers the Downtown Visitor Center as a registration site for events that require group check-in (e.g., sporting events, group travel, conferences/meetings, etc.). Off-site information booths are also available for events. For availability and to schedule either of these welcoming services, contact the Downtown Visitor Center directly at 970-497-8558 or go to Info@VisitMontrose.com.

Other Local and Regional Resources

Montrose Chamber of Commerce members may inquire about maximizing member benefits to help publicize their event. Membership benefits include advertising, networking opportunities, and more. The Chamber may be reached at 970.249.5000 or at MontroseChamber.com.

Montrose Community Foundation helps expand the capacity of community organizations by providing grants, networking opportunities, and educational offerings. For more information about capacity-building workshops for nonprofits, partnerships for community initiatives, and grants to non-profits, please visit MontroseCF.com or call 970.249.3900.

Montrose Regional Library offers audio-visual equipment, books about event planning, and several meeting rooms that may be reserved. Library staff is available to assist in areas such as grant writing and public relations. Four large display cases in the main lobby also may be reserved. The Library may be reached at 970.249.9656 or visit MontroseLibrary.org.

Region 10, through its Small Business Resource Center (SBRC), provides support for small businesses, which may include event planning and support through educational programs, one-on-one consulting, networking forums and limited financial opportunities. For more information on any question relating to small business, please visit Region10.net or call 970.249.2436.



Certification and Compliance

By signing this document I, the applicant, hereby certify that, to the best of my knowledge, the information contained in my application is true and correct. I have read the Event Partnership Programs document and will abide by all legal, financial, and reporting requirements as a condition of receiving marketing assistance from the OBT.

I understand that the policy of the city and the OBT is to provide assistance through the Event Partnership Programs only to organizations that provide equal opportunities and do not discriminate on the basis of race, gender, sexual orientation, age, disability, national origin, or religious affiliation. Support through the Event Partnership Programs is reserved for those organizations and events within the City of Montrose, Montrose County, and surrounding areas where there is a substantial relation to the City of Montrose or Montrose County.

I understand that the OBT has sole discretion as to which recipients and events receive assistance under the Event Partnership Programs, as well as the type, form, and amount of assistance provided. Assistance provided by the OBT to the recipient may include, but is not limited to, marketing assistance, promotional assistance, public relations, research, and a combination thereof.

I understand that an authorized OBT representative must approve, in writing, all work performed at the city's or OBT's expense. I agree that I will not make any commitments, marketing, contractual, or otherwise, on behalf of the city and OBT.

I understand that the information contained in my application may be used by the city and OBT for marketing and promotional purposes. By signing this document, I am providing the city and OBT with a non-exclusive commercial right to all information, photographs, images, and designs provided by the applicant. This non-exclusive commercial right may include, but is not limited to, inclusion in OBT advertising, placement on websites, mobile applications, social media platforms, emails, and videos. Photographs and images may be considered for sale, accompanied with the OBT logo and credit given to the artist when possible. The OBT reserves the right to permit third-party publications to use and publish content provided in the application.

I agree to indemnify the city, and its employees, officers, agents, departments, members, or representatives thereof (collectively referred to as indemnities) from and against all liability, loss, or damage that indemnities may sustain as a result of claims, demands, costs, or judgments arising from applicant's use of assistance.



I understand that if selected for assistance and subsequently the event posted on the VisitMontrose.com calendar is cancelled for any reason, I am responsible for alerting the OBT to remove the calendar items and reimbursing the OBT in entirety for all financial assistance received through the OBT's marketing efforts.

I understand that I am expected to provide a complete post-event report as a condition to receiving Event Partnership Program assistance. I agree to complete and submit the appropriate post-event report for the category of assistance that I received through the Event Partnership Program. I further understand that failure to provide OBT with a complete post-event report may adversely affect future assistance requests by myself or by the organizations that have received assistance based on my application.

Applicant: _____
Please Print or Type

Authorized Representative: _____
Event Organizer Entity President or Chair
Please print or type the name(s) of these two individuals authorized to sign on behalf of applicant

Signature: _____
Event Organizer Entity President or Chair

Date: _____

