

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY
Application

Event Name _____

Brief Description _____

Event Location _____

Dates (2) _____ Times _____

Event Primary Contact: _____

Company: _____

Address: _____

Telephone: _____ Fax: _____

| | | |
|--------------------------|------------------------------|----------|
| Event Support Requested: | Advertising: | \$ _____ |
| | Collaterals / Direct Mail: | \$ _____ |
| | Publicity / Public Relations | \$ _____ |
| | TOTAL | \$ _____ |

Describe how the event will *derive positive publicity (3)* and enhance the overall image of the SVAA area:

Overnight Accommodations (1): Projected room nights _____

Are you using a host hotel/motel? If so, which one: _____

Is the hotel/motel an event sponsor? Yes _____ No _____

If the event is intended to be an annual activity, higher priority is given to those that can demonstrate projected *growth and future performance (4)*. Attach a proposed plan.

Attach a complete event *marketing plan and budget (5)*. List all corporate sponsors and in-kind contributors.

Attach a resume of your *experience (6)* in producing this event or similar events.

Submitted by: _____ Date: _____

Received by: _____ Date: _____
(Southeast Volusia Advertising Authority)