



Minutes of the Sponsorship Review Commission Meeting held on September 9, 2008, 8:30 am,  
3500 S Rural Rd, Tempe, Arizona 85282

## **Minutes Sponsorship Review Commission September 9, 2008**

Members/Staff Present: Travis Dray, Shelly Hearn, Stephanie Nowack, Terri Cranmer, Daryl Crawford, Cathy Overkamp, Jodie Garth

Members Not in Attendance: Sherri Wakefield-Saenz (medical leave)

Meeting convened at 8:40am

### **I. Consideration of Meeting Minutes**

- a. The meeting minutes of July 8, 2008 were accepted as written.

### **II. Acknowledgement of combined monies from COT and CVB**

- a. \$55,800 will be transferred from City of Tempe account to Tempe Convention and Visitors Bureau to finalize the approved funding of this Commission. COT and CVB were approved to contribute \$57,000 each and \$1200 has already been provided to Veteran's Day Parade event promoter by COT.

### **III. Procedure for requesting a check cut from CVB**

- a. A COT invoice will be given to CVB with promoter name and address, name of event, event date and amount of check. CVB will cut and mail check to event promoter. As the Funding Agreement indicates, check will be cut within two weeks following promoter having fulfilled prior requirements.

**IV. Review of sponsorship applications**

- a. 2008 Junior Worlds Racquetball Championships application was reviewed and rated.

**V. Recommendation for funds distribution**

- a. The committee recommends the following funding for 2008 Junior Worlds Racquetball Championships event:
  - 1. \$2000 base and
    - a. \$3000 if 300 – 399 Tempe room nights are confirmed
    - b. \$4000 if 400 – 499 Tempe room nights are confirmed
    - c. \$5000 – if 500 or more Tempe room nights are confirmed.

**VI. Process for accepting and reviewing future applications during fiscal year '09**

- a. This committee will meet a minimum of 4 times a year with meeting dates spaced evenly throughout the remainder of the year. Applications received sporadically throughout the year will be reviewed at the next meeting unless there is not time. If that is the case, a special meeting may be called or email correspondence will be used.

**VII. Process for supervising specifics of agreement**

- a. Approximately half of the funding agreements have not yet been returned by recipients. One reminder letter will be sent with a deadline for returning the agreement given.
- b. There was discussion regarding use of logos. The situation where a promoter may not want to use our logo due to a larger sponsor dictating what additional logos can be used in print media was discussed. The Committee agreed that our logo standards (CVB and COT) should be available to event promoters and proper usage of our logos is required for funding to be received by an event.

**VIII. Applicant feedback**

- a. Several funding recipients emailed to say a special thank you to the Committee for dollars received. One group who received a graduated amount of funding dependant on Tempe room nights secured was very pleased with their plan. Another recipient with a similar plan was not in favor of it.

**IX. Process for review of Event Recaps**

- a. Event recaps will be reviewed during regularly scheduled meetings and prior to any additional funding distributions.

**X. Signing of agreements**

- a. Stephanie Nowack and Travis Dray signed all Funding Agreements that had been received thus far.

**XI. Future meeting schedule**

- a. November 17, 2008, 8:30am
- b. February 9, 2009, 8:30a
- c. May, 2009
- d. And/or any dates that may be necessary to discuss received applications

Meeting adjourned at 10:01 am.

Prepared by: Jodie Garth, Assistant Recreation Coordinator, 480-350-5276  
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