

\$50,000 in Special Event Marketing Sponsorship Funds Available for 2019 **APPLY NOW!**

The North Lake Tahoe Resort Association (NLTRA) is excited to announce a call for applications for the 2019 Special Event Partnership Funding cycle available for annual special events in the North Lake Tahoe region within Placer County. The total amount of funding available, among all recipients collectively, is \$50,000.

Interested producers can find the application and additional information on NLTRA.org. Navigate to the Marketing tab where the following documents can be found:

[2019 Special Event Partnership Funding - Application](#)

[2019 Special Event Partnership Funding - General Information](#)

[2019 Special Event Partnership Funding - Application Explanations](#)

[2019 Special Event Partnership Funding - Applicant Check List & Deadline Worksheet](#)

Applications will be accepted for events in the 2019 calendar year and must be submitted **no later than Friday November 2, 2018** to Amber Burke, amber@gotahoenorth.com or dropped off in person at the NLTRA Offices.

If you intend to apply for funding, please note the following:

- Awarded funds must be used for marketing purposes - they cannot be used on operational costs.
- Applicants will need to present their application to a selection panel on **Tuesday November 20, 2018**. Times will be assigned after the applications have been submitted. Presentations will be approximately 20 minutes and could be conducted via phone if necessary.
- Events must generate overnight visitors for at least one (1) Placer County lodging partner to be considered for funding.
- Applications must be completed to the best of your ability to be considered.

Following the application and evaluation process, a number of events will receive funds through the program. Funding will be awarded in early December 2018 after recommendations are accepted by the NLTRA Board of Directors.

Please reach out with any questions and please feel free to share this information with anyone else who might be interested.

Thank You!

Amber Burke

Events & Marketing Manager
North Lake Tahoe Resort Association
Phone: (530) 581-8702
Email: amber@gotahoenorth.com