

**Daytona Beach Area Convention & Visitors Bureau  
HAAA Event Marketing Support Application**

1. Event Name: \_\_\_\_\_
2. Existing Event: \_\_\_\_\_ # of years / New Event \_\_\_\_\_ Year starting
3. Event Dates: \_\_\_\_\_ Times: \_\_\_\_\_
4. Primary Event Locations: \_\_\_\_\_
5. Designated Contact: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Web site: \_\_\_\_\_
6. Specific Support Requested from HAAA:  
Advertising: \$ \_\_\_\_\_  
Collaterals / Direct Mail: \$ \_\_\_\_\_  
Web site design/hosting: \$ \_\_\_\_\_  
TOTAL: \$ \_\_\_\_\_
7. Image Building: Attach a description of how the event will enhance the overall image of the Daytona Beach area.
8. Project the expected number of Overnight Accommodations to be used:  
No. of Rooms: \_\_\_\_\_ Date In: \_\_\_\_\_ Date Out: \_\_\_\_\_ Total Room Nights: \_\_\_\_\_  
**\*Housing must be made available to every hotel / lodging in the Halifax Taxing District.**
9. Are you using a housing bureau, host hotel or hotel sponsor? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, please list: \_\_\_\_\_
10. Long Term Growth: Higher priority is given to events that can demonstrate projected future performance. Attach a proposed plan, including impact on the community.
11. Budget: Attach a complete marketing plan and budget for the event. List all corporate sponsors and activity.
12. Stability of Promoter: Attach a resume of your experience in producing this event.

By my signature below, I understand and will comply with the procedures for HAAA Event Marketing Support.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Application Number:**

Application Issued to:

Return to:

Georgia Turner

Tourism Events Department

Fax: (386) 255-5478 or email: [gturner@daytonabeach.com](mailto:gturner@daytonabeach.com)