

VISIT TRUCKEE-TAHOE EVENT SPONSORSHIP POLICY

Approved and adopted on June 16, 2026



Overview

Visit Truckee-Tahoe (VTT) sponsors special events that strengthen Truckee as an overnight destination, with a focus on the slower, non-peak periods — and the shoulder windows just before and after a peak — when an event can meaningfully shift lodging demand. Events held during a peak period, when lodging fills on its own, are not a priority for funding.

The program is funded by the Truckee Tourism Business Improvement District (TTBID) assessment paid by Truckee lodging businesses, so sponsorship is directed toward overnight stays at lodging businesses within the Town of Truckee (excluding Northstar California and Palisades Tahoe). This non-peak standard applies to all VTT event investment, regardless of an event's size, profile, or funding source.

VTT evaluates both new and previously funded events; the guidelines below inform decisions, and the Board retains discretion for events with unique circumstances.

COMMON REQUIREMENTS FOR ALL FUNDED EVENTS

Every event VTT funds must meet the baseline requirements below. The individual programs then add their own criteria.

Eligible Timing

VTT funds events that take place during Truckee's slower, non-peak periods — ideally in the shoulder windows just before or after a peak (within ~30 days), when an event can meaningfully shift lodging demand. Because holidays shift year to year, the windows are defined generally as follows.

Eligible windows — VTT funds events during these periods:

- Spring (non-peak) — from ski-area closing (typically the first Sunday in April) through the fourth Thursday in June. June is generally most favorable for a post-winter event.
- Fall (non-peak) — Labor Day weekend through the third Friday in December, excluding holidays.
- Midweek, year-round.

Eligible and Ineligible Expenses

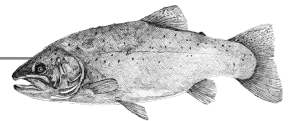
VTT funding may be applied to the following categories of eligible expense:

- Marketing: paid advertising and agency/contractor fees; press releases and distribution; event website programming that promotes the event and Truckee lodging; promotions and activation materials (collateral, banners, signage, branded tents).
- Operations: event permits and venue fees; production, entertainment, and operations; security, police, and clean-up; and branded capital investments incorporating event/VTT branding (ownership of branded materials resides with the Producer).

The following are ineligible: salaries and wages; food and beverage; transportation and lodging; business supplies, materials, equipment, and telephone; and debt payment.

General Conditions

- VTT funding may not be an event's sole or primary revenue source; the event must be able to occur without VTT funding.
- Funded promotion must direct lodging demand to assessed lodging businesses within the Town of Truckee, per the Special Events Funding Agreement.
- Producers receiving funding execute the Special Events Funding Agreement and meet its brand, promotion, insurance, and reporting obligations.



TWO FUNDING TIERS

In addition to the common requirements above, each tier applies its own criteria and funding logic:

Tier	What it funds	Evaluated on
Overnight Driver Sponsorship	New and returning events whose primary value is driving overnight lodging to Truckee lodging businesses.	Room-night impact, length of stay, marketing reach, producer track record.
Shoulder Season Activation Sponsorship	Low-cost, visitor-facing activations that reinforce the Truckee brand experience and animate the destination.	Activation and brand exposure.

01 OVERNIGHT DRIVER SPONSORSHIP

Eligibility Criteria

In addition to the common requirements above, an event should demonstrate the following. These are guidelines, and the Board retains discretion for events with unique circumstances.

1. Room nights: a minimum of 300 room nights in Truckee is the target threshold
2. Average length of stay: two nights or more
3. Brand alignment: aligns with the Truckee brand theme (i.e, world-class recreation, family travel, mountain cuisine, wellness, sustainability, etc).
4. Producer marketing reach: a proven, detailed marketing plan; a qualified and significantly sized audience database; and planned earned or paid media value of at least 25% of the sponsored funding amount.
5. Producer track record: demonstrated success producing comparable events, good standing with local government and agencies, and the staffing and permits to deliver a safe event.

Funding Level

Funding is proportionate to event size, marketing reach, and projected lodging impact. As a working guideline, VTT funds up to 20% of an event's total budget. For example, an event with a \$50,000 total budget and ~350 projected Truckee room nights would be guided toward a request of roughly \$10,000.

Continuation

Continued funding is reviewed annually and based on performance rather than the number of years an event has been funded:

- An event remains eligible for continued funding so long as it meets the overnight thresholds agreed with VTT and continues to demonstrate that VTT support produces incremental visitation and lodging benefit.
- VTT may taper or decline funding for events that plateau, decline, or have matured to self-sufficiency where the event would occur, at comparable scale, without VTT funding.
- There is no fixed limit on the number of years an event may be funded. An event that continues to deliver strong, incremental room-night demand during a non-peak period may be funded on an ongoing basis.

02 SHOULDER SEASON ACTIVATION SPONSORSHIP

This tier supports VTT's destination management role by funding visitor facing activations that reinforce the Truckee brand experience and animate the destination during the non-peak periods (i.e. free music in the park in the fall). Sponsorship is evaluated on activation and brand experience rather than room-night generation.

Funding

- Flat grants of up to \$5,000 per event per fiscal year. This is a maximum, not a starting figure.
- A recommendation of three (3) activation grants per fiscal year.

Eligibility

In addition to the common requirements above, an activation must meet all of the following:

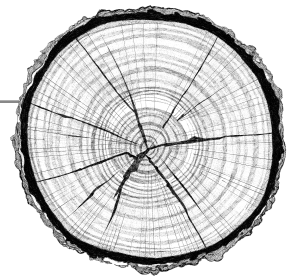
1. Visitor-facing space. Takes place in a publicly accessible location open to both visitors and locals. Private, members-only, or purely residential gatherings do not qualify.
2. Open access. Free or low barrier to entry, so the activation is something visitors in Truckee can benefit from.
3. Brand activation. Displays VTT branding on-site and in promotion, links to the VTT lodging booking page (web and/or on-site QR code), and tags VTT in digital promotion.
4. Reporting. Submits a brief post-event recap: attendance estimate, photos, and confirmation that branding and activation deliverables were met.

Not eligible under this program: local or civic gatherings with no visitor facing design; and requests above \$5,000, which are evaluated instead under Overnight Driver Sponsorship.

REPORTING AND REVIEW

Reporting and Disbursement

Overnight Driver Sponsorship events provide a post-event recap and final accounting within 30 days, including marketing results (impressions, earned media value, reach, clicks) and lodging-survey results, consistent with the Special Events Funding Agreement. Funding is disbursed 50% on signing and 50% post-event upon satisfactory completion of event obligations. Shoulder Season Activation grants require only the brief recap described above.



Review Process

Returning events: staff presents applications and funding recommendations to the Board for review; producers are not expected to present unless requesting an exception. New events: if deemed appropriate by staff, new event producers may be invited to present directly to the Board for consideration. Shoulder Season Activation sponsorship is reviewed by staff and may be invited to present directly to the board for consideration.