

# CAMBRIDGE

## OFFICE FOR TOURISM

### EVENT SPONSORSHIP GUIDELINES

Updated 5.6.25

#### *Event Sponsorship Funding Program and Application Process Overview*

Please review the Sponsorship Funding Program Guidelines below to ensure that your project or request falls into the basic parameters of our sponsorship program. Applications are good for the fiscal year in which the event takes place (7/1 – 6/30).

In order for Applications to be presented to the Cambridge Office for Tourism's *Tourism Destination Marketing District Oversight Committee* ("TDMD Committee") for review and approval, please submit your request using the chart dates noted below. Cambridge Office for Tourism may reject any applications submitted late without further review or recourse.

Event Date	Application Deadline	Committee Meeting to Review Applications	Final Award Approval
March - June	January 1	Late January / Early February	Mid-February
July - October	May 1	Late May / Early June	Mid-June
November - February	September 1	Late September / Early October	Mid-October

\* See below under "Event Sponsorship Funding Program Guidelines" if you are applying for multiple events in one application.

The TDMD Committee will review your request and issue a recommendation, and is responsible for making the final decision for all funding allocations. In certain instances, the TDMD Oversight Committee may request your presence at the Review Meeting for additional information. Once your proposal has come before the TDMD Oversight Committee, you will be notified within 5 days as to the actions & decisions decided by the TDMD Oversight Committee.

The primary purpose of disbursement of sponsorship funds by Cambridge Office for Tourism is to stimulate and assist applying organizations, associations and agencies in the enhancement, promotion and marketing of tourism related events in Cambridge, MA. As such it is expected that all applications will be submitted in a timely fashion to allow ample time for sponsorship award criteria to be considered by the TDMD Oversight Committee.

No event or organization is entitled to receive sponsorship funding from the Cambridge Office for Tourism, and our office should not be seen as an annual or ongoing source of financial support. The decision to recommend the award, to not recommend the award or to recommend and approve a different dollar amount than requested for an event rests in the sole discretion of the TDMD Oversight Committee and its decision regarding an application for funding shall be final and binding.

#### *Event Sponsorship Funding Program Guidelines:*

Any organization, association, or agency that conducts visitor-related events and activities within the city limits of Cambridge, MA is eligible to submit an application for event sponsorship funding according to the following guidelines:

1. Events must take place within the city limits of Cambridge, MA in order to be considered for funding.
2. An organization may apply for funding to support multiple events; however, all events within one fiscal year (July 1 - June 30) must be included in a single application. In this instance, organizations with multiple events throughout a fiscal year should apply at the beginning of COT's fiscal year (July). COT also reserves the right to award quarterly checks in this instance.
3. Sponsorships are awarded on our fiscal year cycle, beginning July 1 and ending June 30. The date of your event will determine the fiscal year funding to be used.
4. Funds shall not be granted for normal and routine operation and administrative expenses normally paid by the organization, association or agency conducting the event.

5. Payment of the award will only be made to the applicant organization, association or agency approved for receipt of event sponsorship funds. No payments will be made directly to vendors or individuals, or to any party other than the applicant.
6. Each application form must:
  - a. Be completely filled out, including but not limited to marking “N/A” or “Not Applicable” for any question deemed inapplicable to the applicant.
  - b. Be completed and submitted by an authorized officer or agent of the applicant organization with respect to all aspects of the application process.
  - c. Be submitted by the application deadline for the period in which the event will occur. Cambridge Office for Tourism may reject any applications submitted late without further review or recourse.
  - d. Provide the requested financial information on the [application for Event Sponsorship Funding](#) detailing all proposed expenses associated with the use of Event Sponsorship Funding Program support.
  - e. Provide details of **all** sponsorship packages (including all sponsor financial levels and sponsor benefits, along with any other sponsorship commitments already solidified) by the applicant organization.
  - f. A comprehensive list of all hotels being used in Cambridge, MA by the event including dedicated room blocks reserved. If dedicated hotel room blocks have not or will not be obtained, the group must provide details of its plans for obtaining blocks, OR provide plans on how they will promote “preferred” hotels for its delegates and how the group will determine the actual usage of hotel rooms/room nights by event participants and /or attendees.
7. Room nights and direct spending will be verified by Cambridge Office for Tourism staff to the extent possible and future sponsorship and/or promotional funding for events conducted by the same organization, association or agency may be contingent on the percentage of room nights actually utilized.
8. All funding recipients are required to maintain complete and accurate accounting and project records for the event.
9. All sponsorship funding awards are subject to the availability of TDMD funds within the Cambridge Office for Tourism.
10. All recipients awarded funding must display the Cambridge Office for Tourism logo on materials, and include Cambridge Office for Tourism as a sponsor in all promotional and support literature including program books, print and electronic advertising, and in-facility promotions.
11. Event sponsorship funding awards shall be expense specific and may only be used for event expenses specified below and within the application unless otherwise approved in advance by the TDMD Oversight Committee.

12. Applicants will be notified of the final decision within five (5) business days of the review meeting.
13. The recommendation and the final decision by the TDMD Oversight Committee to award or not to award event sponsorship funding to an applicant will be based primarily on the following factors:
  - a. The extent to which the event would promote and provide exposure outside the metro area with regard to Cambridge's appeal as a meeting or leisure visitor destination
  - b. The extent to which the event would have a documented positive impact on hotel/B&B room occupancy within the city limits of Cambridge, MA
  - c. The extent to which the event is anticipated to enhance direct spending through increased tourism activity in Cambridge, MA
  - d. The extent to which the event has potential for future growth
  - e. The extent to which the event provides an overall benefit to the community

These factors shall be reviewed and discussed for each application received, utilizing the best judgment of the members of the TDMD Oversight Committee. Any such recommendation and/or decision on an application shall rest in the sole discretion of the TDMD Committee members voting and shall be final and binding.

#### Examples Of Allowable Expenditures:

- Printing for the event
- Postage pertaining to the marketing of the event
- Advertisements and promotion for the event. Preference in award decisions will be given to those applicants providing substantial out-of-market advertising to attract new business to Cambridge, MA hotels.
- Preparation of presentation materials, such as brochures, photography, etc.
- Transportation within Cambridge, MA while the event is being held; i.e., bus transportation to take participants to the event site, local attractions, etc.
- Rental fees for use of a facility
- Prize money for event participants
- Special promotions of Cambridge hotel packages for the event participants or attendees.
- Other appropriate promotional expenses required for the event that would be allowable (but will need to be reviewed)

#### Examples Of Non-Allowable Expenses:

- Taxes cannot be reimbursed
- Annual operating expenses that are not directly related to the event

- Staff salaries for event planning and operations

*To Receive The Funds You Have Been Awarded:*

Following approval by the TDMD Oversight Committee, event sponsorship funds will be disbursed. Documentation to receive payment must include:

- Submission of Invoice for the amount awarded to  
[cbeaulieu@cambridgeusa.org](mailto:cbeaulieu@cambridgeusa.org)
- Summary of how funds will be utilized

Cambridge Office for Tourism is not responsible for following up or requesting the above materials.

*Post Event Evaluation*

Organizations must complete the [Post Event Evaluation form](#) within 30 days of event completion. Organizations who do not complete this post event evaluation will not be eligible to apply for future funding. Cambridge Office for Tourism is not responsible for following up to ensure the form is completed.