

Event Assistance Qualifications

As an incentive for booking your meeting or convention business with us, the Fargo-Moorhead CVB can offer financial support to help reduce costs that are incurred during event planning or execution. To qualify for these funds, the host organization must meet certain requirements, complete an application, and track overnight hotel stays in the community. Applying does not guarantee awarded payment.

Qualifications

Event assistance amount is calculated based on the total number of sleeping rooms entered as picked up, approximately \$2 per room night. A minimum of 250 room nights must be contracted at your choice of hotel(s) to qualify. The meeting dates must be two (2) days or longer. Local events need not apply.

Bonuses are award based on the following criteria:

- Time of year
- Attendee reach (i.e. regional, national, international)
- Multiple year contracts
- Gateway event to a larger event booking

How to Apply

At least six (6) months prior to the event, an application must be submitted via email. Applications submitted after the 6-month period will be reviewed but are not guaranteed to be accepted.

If awarded, an agreement letter will be digitally sent to the planner and should be signed by him/her and the Fargo-Moorhead CVB sales representative. The contribution made by the Fargo-Moorhead CVB should be recognized at the sponsorship level designated by the host organization criteria. The Fargo-Moorhead CVB logo and other marketing collateral is available upon request.

Notify contracted hotels that room pick up must be tracked in order to meet the required minimum. A block or group rate is the best way to guarantee pick up reports are accurate. If the contracted minimum is not met, the Fargo-Moorhead CVB reserves the right to prorate the assistance dollars in relation to picked up rooms recorded by the host hotel and any sub-block overflow hotel(s).

Payment

This incentive offer will be paid by the Fargo-Moorhead CVB directly to a host organization after pick up reports have been submitted from the host hotel(s). Prior to mailing payment, the Fargo-Moorhead CVB will contact the agreement signee to verify the total amount. Any discrepancies in reporting can be adjusted at this time.

Please submit applications to:

Mallari Ackerman, Director of Sales
via email: mallari@fargomoorhead.org

Event Assistance Application

Name of Event _____

Contact Name _____

Phone Number _____ Email _____

Event Dates _____ Total Number of Contracted Rooms _____

Host Hotel(s) _____

From where are most of your attendees traveling?

- North Dakota
- Minnesota
- Midwest Region
- Nationally
- Internationally

Are you contracting more than one year?

- Yes Years _____
- No

Event Budget _____

How will you use these funds to compensate the cost of hosting your conference?

Are you considering other locations to host this conference?

- Yes
Please list: _____
- No, only Fargo-Moorhead is being considered

Please submit applications to:
Mallari Ackerman, Director of Sales
via email: mallari@fargomoorhead.org