



Event Development Funding Program

Major events are an important component of **Scottsdale's** overall image and its "product". Events are also used as tools for marketing programs that are intended to increase national and international visibility for Scottsdale as a desirable tourist destination to our target upscale hotel and resort visitors.

The Tourism Development Commission (TDC) recommends City bed-tax support for a variety of beneficial events based on the following overall objectives:

- **The events market and promote Scottsdale's attractiveness as a destination to our target upscale leisure and meeting visitors AND/OR**
- **The events generate room nights in Scottsdale hotels**

The TDC reviews events that have the potential to attract visitors to Scottsdale. With that objective in mind, the TDC has adopted funding guidelines for use when evaluating event funding proposals.

City bed-tax funds must be used for marketing both inside and outside of Maricopa County, to increase the likelihood that event attendees will stay in a Scottsdale hotel.

Additional value is applied for shoulder and off-season events, as well as events that encourage an animated Downtown.

The minimum funding request would be \$30,000 and the maximum funding request would be \$75,000.

In order to be considered for event funding, a comprehensive sponsorship proposal addressing why this sponsorship would meet the City of Scottsdale tourism program objectives and how the event would ensure **the City's** sponsorship return on investment is required.

What to include in your Proposal

1. Identify the name, date, location of your event, and host hotel if applicable along with the proposed sponsorship request.

Taste Of The NFL® – Party With A Purpose®
 Saturday, January 31st 2015
 WestWorld Of Scottsdale
 \$75,000

2. Describe event, participants, attendees and how you will provide qualitative and quantitative information regarding event attendees and participants.

Taste Of The NFL® – Party With A Purpose® is a strolling food and wine dinner event held on the eve of Super Bowl in the host city. Sanctioned by the NFL, this national event, in its 24th year, is a unique way to experience exceptional cuisine, meet NFL players and coaches, local and national celebrities and support the fight against hunger. It is the single most successful charitable event affiliated with the Super Bowl and to date our programs and events have raised \$22 million dollars for food banks in all 32 NFL markets. Chefs and players representing all 32 teams are present at the event. With our forthcoming Scottsdale event five to seven local chefs and their restaurants will be featured in the **"Flavors of the Valley"**. **The Taste of the NFL will be highly promoted beginning in September and continue on through late January, particularly in Scottsdale.**

Both the participants (chefs and players) and the attendees are high-net worth individuals. They are the business elite, primary decision makers, corporate travel managers and executives, NFL-affiliated (players, owners, and their spouses), high profile TV network personnel, plus local and national celebrities. It is truly THE party to attend on Super Bowl eve. It is also a bastion of key influencers and corporate decision makers from around the country.

3. Include all levels of sponsorships in your proposal including the level you are requesting for the City of Scottsdale.

Because Taste Of The NFL is an officially sanctioned NFL Super Bowl event, all of our sponsorship packages are customized to meet the individual needs or requests of the partner while remaining compliant with NFL rules and guidelines of sponsorship. All net proceeds from the event are distributed **to the recipient food banks, with the largest portion of the distribution going to St. Mary's Food Banks.** .

We see the City of Scottsdale as being one of our primary partner and therefore included in all of our marketing and outreach messaging (including but not limited to): national and local TV/radio interviews and promotions, press conference and kick-off in early September in Scottsdale, numerous public service announcements, database eblasts, social media, and print. This encompasses exposure in all **32 NFL markets through nationally distributed PSA's about the TNFL happening at WestWorld of Scottsdale** voiced by culinary and football celebrities. (Andrew Zimmern and Daryl Johnston and others). In addition, ticket sales and event description and location will be linked and promoted through each of the 31 NFL market Feeding America food bank websites.

Our request for \$75,000 will be recouped by the City of Scottsdale in the outlined national platform of **media exposure, our participant's and attendee's business and celebrity influence, our extensive use of local businesses** (suggestions provided by the CVB and those we personally met at the quarterly meeting) to produce the event, multi-night experiences and introduction of The Chaparral Suites (and other hotels) to our national chefs, players, partners, and celebrities. Moreover, vast media attention will be brought to Westworld in the weeks and evening-of the Taste event.

4. Describe how the event will contribute to the Scottsdale CVB branding efforts as well as provide exposure nationally, internationally and/or outside Maricopa County for **Scottsdale's** attractiveness as a destination to our target upscale resort visitor.

Traditionally, Taste Of The **NFL's marketing and PR campaign garners in excess of 100 million media impressions**. For the 2014 event in NYC, we had our largest media exposure in excess of 230 million media impressions. With the national exposure through celebrity-centric public service announcements and media interviews emphasizing that the event is being held in Scottsdale, the caliber of talent attending and promoting the event, our active partnership with the CVB to contract local Scottsdale businesses making the event successful for all including: event location, transportation, décor, volunteers, PR, catering, local radio, printing, hotel accommodations, Thursday and Friday night **exclusive VIP events, the Kick Hunger Challenge "Flavors Of The Valley" campaign and Vista del Camino being a beneficiary along with St. Mary's) we believe we can reach 200 million media impressions providing a positive and "endorsed" experience in Scottsdale.**

5. Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale as generate room nights as well as enhance the length of stay.

Our TNFL marketing calendar begins in early September and runs through the week after the Super Bowl. It will be a season long promotion of our event with Scottsdale as THE destination. Because the Taste Of The NFL Super Bowl event is a one of a kind experience and sells out every year, it attracts upscale travel and vacation businesses around the country that offer packages that include tickets to our event to high end travelers around the globe. It also entices B2B companies to buy tables to entertain their clients and experience Scottsdale with all it has to offer. With our known connections including: decision makers, corporate planners, NFL season ticket and suite owners, players and spouses, we can market Scottsdale as the go-to destination on our website with suggestions and links to various attractions, hotels, golfing, dining and entertainment experiences. During the ticket sales season, we attract five millions users with an average of 9 minutes per visit and Scottsdale will be called out in that messaging. We are also willing to link our site with that of the Scottsdale CVB.

6. Outline how evidence of room nights in Scottsdale hotels as a result of the event will be provided.

Taste Of The NFL, along with our partner E & J Gallo, have already secured 900 room nights at The Chaparral Suites and at The Valley Ho in Scottsdale along with an additional 150 room nights we have at Fairfield Inn in Scottsdale, our hotel room night spend will be in excess of \$300,000. These organizational room nights are generating over \$240,000 in revenue; with much more that will be a by-product of the visiting guests who will attend Taste of the NFL.

On average TNFL participants and guest spend \$150 per day. With upwards of 360 people associated with the event staying in Scottsdale, (chefs, players, spouses, sous chefs, TNFL support staff, crew, sponsor guests and spouses), Food and Beverage spend will likely exceed \$216,000.00. Sponsor hospitality spend at their hotel will exceed \$100,000. WestWorld spend for catering and rental is approximately \$75,000 and with equipment & support materials (tables, chairs, pipe and drape, linen, flowers, printing, transportation) this will easily exceed \$100,000

We will also be hosting two high-end receptions in Scottsdale the two nights before the TNFL event at WestWorld. One will be at The Chaparral for players, chefs, guests and celebrities. The other night TBD.

The total organizational spend in Scottsdale for the Taste Of The NFL event is already over \$700,000 and this could go higher if a local production company wins the bid.

7. Events eligible for consideration should fit one or more of these drivers in order to be considered: **Art and Culture, Culinary, Golf, Sports and Recreation, and Western.**

Taste Of The NFL is the quintessential merging of Culture, Culinary, Sports and Recreation. It is the perfect reflection of the Scottsdale CVB's mission to attract upscale visitors to "stay and play". TNFL leads with FOOD. Scottsdale was recently ranked #2 in the country in the "Best Foodie Cities" survey conducted by Livability.com. With Andrew Zimmern as our culinary host, our 32 five star chefs preparing signature dishes, plus 5 to 7 top chefs from the Valley participating at our event we will reinforce the culinary magnetism of Scottsdale. Our NFL players (current, alumni, and Hall Of Fame), celebrities, and guests arrive with their spouses several days before the Saturday night event. They are there to experience all Scottsdale has to offer including golf, shopping, and dining. Their endorsement of Scottsdale to their friends, business associates, and social network will be priceless.

8. A detailed, itemized list of what sponsorship benefits the City of Scottsdale will be receiving as part of the sponsorship package. Please include impression values, quantity, distribution methods.

Attached is our media recap of the 2014 event. Our media campaign is extensive and season long, (September through Super Bowl). Our goal this year is to meet and exceed these impressions on behalf of a highly successful TNFL event and experience for guests, our primary partner The City of Scottsdale, and our core mission to end hunger. You should also include what hospitality they will receive (tickets that night). I suggest four (4). Lets add one VIP table seating 10 with early entry. (It has a \$9,00 value)

9. Approved funds are based on a dollar-for-dollar match. For example, if the total cost of marketing expenditures is \$60,000 the request for City funds would be \$30,000, with the balance of \$30,000 to be paid by the event.

In past years, we have spent \$400,000 to market our event, a combination of both cash and traded PR efforts and media inventory. This year will no be different and we expect that \$400,000 will allocated for marketing. For example, \$60,000 alone is earmarked for public relations services. Additionally, we expect to amass \$200,000 in donated inventory from the local media community.

10. Provide economic study or economic impact results of the event and the estimated impact on Scottsdale.

We have not done any economic impact studies yet we are one of, if not the largest fundraiser, at the Super Bowl with over \$15 million be distributed over our 23-year history. Also for all 23 years we have made a sizable donation to St. Mary Food Bank. Typically the Taste of the NFL draws 75% of its attendees from out of the area as they come to "partake" of the Super Bowl without actually attending the football game, as tickets are unavailable.

11. Events would have the opportunity to participate in this program for a maximum of three years. After three years of funding support, events would have the opportunity to participate in other city event funding programs.

We would not expect to request another grant until the NFL returns the Super Bowl to the Valley; probably in 2020 or 2021.

The following process has been developed which provides necessary information for the City of Scottsdale, TDC to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to one to two months to complete.

- Step 1 – Submit a proposal identifying the necessary proposal requirements
- Step 2 – Evaluation of a request by City staff
- Step 3 – Evaluation of a request by TDC (TDC meets each month every third Tuesday)
- Step 4 – Recommendation to City Council for approval (Following TDC recommendation allow four weeks for council presentation).
- Step 5 – Formal action by City Council

City's payment of the event sponsorship funds is conditioned upon available bed tax funds as well as the event's execution and performance.

Approved 05-20-14



Taste of the NFL

Public Relations Report June 2013 – February 2014

This report highlights key milestones and successes of the 2013-2014 Taste of the NFL media relations campaign.

OBJECTIVES

- Help position TNFL and its team as leaders in the fight against hunger in the United States, while leveraging the Taste of the NFL's connections and rolodex of experts to speak with media about this topic
- Utilize Taste of the NFL's official partnership with the NFL to secure interviews and press placements with media nationwide
- Educate NFL fans and the general public about Taste of the NFL—emphasis on the organization's story and their charitable contributions, moving closer to the goal of helping to eradicate hunger in the United States

Press Coverage: PR companies leveraged preexisting TNFL relationships, their personal media contacts and timely news elements to secure meaningful interviews for Wayne Kostroski and additional TNFL representatives. This outreach resulted in significant press coverage at a regional and national level across print, online, radio and broadcast. Press coverage has ranged from feature profiles on TNFL and Party with a Purpose to consumer business stories, Brooklyn and NYC-specific event listings and roundups, individual chef and recipe profiles and TNFL player interviews and profiles. We have secured more than 70 placements and reached more than 230 million readers. A comprehensive coverage grid and individual placements have been provided separately. A snapshot of key opportunities and top-tier placements include:

- **National Print and Online:**
 - *People Magazine*
 - *USA Today*
 - *Forbes*
 - *Conde Nast Traveler*
- **National Food:**
 - Epicurious (DC)
 - Parade
 - The Daily Meal

- **National Broadcast**
 - **Segments:**
 - HuffPost LIVE
 - The Rachael Ray Show (capitalizing on Buddy Valastro and Bobby Flay appearances)
 - Fox & Friends
- **National Sports:**
 - *Sports*
 - ESPN
 - Sirius XM Radio
- **New York City Metro:**
 - *New York Post*
 - *am New York*
 - *New York Times*
 - *Crain's New York*
 - Bloomberg BusinessWeek
 - *New York Daily News*
 - News 12 Brooklyn
 - NY 1
- **Regional Print and Broadcast:**
 - *Seattle Times*
 - *Cleveland Plain Dealer*
 - *The Baltimore Sun*
 - *The Denver Post*
 - *Pittsburg-Post Gazette*
 - *NJ Star Ledger*
- **Events Media:**
 - *Time Out New York*
 - *New York Magazine*
 - Thrillist

Media Events:

- **Brooklyn Press Conference (6/19/13):** A press conference at Brooklyn Borough Hall was designed to introduce TNFL to Brooklyn and announce that Party with a Purpose would be arriving in February; the event was timed to the announcement of tickets sales.
- The press conference was attended by:
 - **News 12** – Reporter Jason Lewis attending and segment aired 6/20.
 - **The Home Reporter** – Reporter Erin De Gregorio covered the event
 - **New York Daily News** – Reporter Jeanette Settembre attended, interviewed Wayne, Ted Allen, former players, Kamal Rose and Marty Markowitz. Coverage ran 6/22.
 - **News 12 Brooklyn** – Filmed TV segment, interviewed former players and Marty Markowitz, Ted Allen, Wayne
 - **Brooklyn Daily Eagle**
 - **Queens Courier**
 - **Wine Spectator**

- ***The Brooklyn Paper***
- ***New York Observer***
- Season long media out reach generated over 350 requests for media credentials, a coordinated on-site management of interviews and photos was tailored to secure lead-up and night-of coverage from key outlets.
 - Party with a Purpose was attended by publications such as:
 - *Boston Herald*
 - *The New York Times*
 - Sirius XM
 - *Cosmopolitan*
 - NBC Sports
 - *USA Today*
 - *People Magazine*
 - *ESPN The Magazine*
 - *New York Daily News*
 - *New York Post*
 - The Daily Meal
 - *Sports Illustrated*
 - Yahoo! Sports Radio

TNFL developed a recap pitch highlighting the number of meals raised, celebrity attendance and overall attendance numbers. This pitch went out to media members who attended, members who were denied credentials, and members throughout the country who did not have the means to attend but had Super Bowl coverage in the works.


New York City Deskside Editor Meetings and Key Relationship Building: In October Wayne Kostroski did 2 full days of deskside meeting at key publications in New York City. These outlets included:

- *Woman's Day*
- *Family Circle*
- *Crain's New York*
- People.com
- *New York Post*

Coverage published in *Crain's New York*, *People Magazine* and *New York Post* and representatives from *People Magazine* and *New York Post* also attended the Party with a Purpose event. These deskside meetings were one-on-one opportunities for these editors to meet Wayne personally and tie a face to the fight against hunger in America.

Digital/Social Media Support: TNFL Friend's tweeted on multiple occasions to over 2.3 million followers. A diverse group of food, football, motion picture and music greats participate in this year's event all season long, including the attached group.

Marc Murphy – Celebrity Chef – 26.2K followers

 **marc murphy** @chefmarcmurphy · Jan 10
RT @TasteoftheNFL: @ChopTedAllen & @chefmarcmurphy are gearing up to #KickHunger with us at Super Bowl! youtu.be/YsF076W-q7Q -...
[View media](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **marc murphy** @chefmarcmurphy · Jan 30
Kicking off @TasteoftheNFL event w/ @ChopTedAllen @iceculinary @amandafreitag @gzchef @MissAmerica #kickhunger pic.twitter.com/ns3mTdPuzg
[Hide photo](#) [Reply](#) [Retweet](#) [Favorited](#) [More](#)

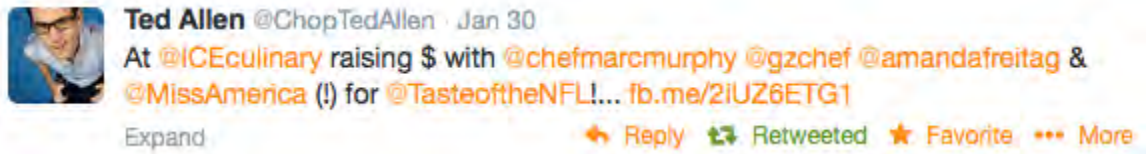


 **marc murphy** @chefmarcmurphy · Jan 30
My dish tonight shrimp, chorizo, papas bravas & saffron vinaigrette
@TasteoftheNFL @ChopTedAllen #kickhunger pic.twitter.com/uj5TMWBzBs
[View photo](#) [Reply](#) [Retweeted](#) [Favorite](#) [More](#)

Amanda Freitag – Celebrity Chef – 69.1K followers

 **amanda freitag** @amandafreitag · Jan 30
@chefmarcmurphy @TasteoftheNFL @ChopTedAllen @gzchef thanks chef! Great dinner
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

Ted Allen – Celebrity Chef/TV Host – 112K followers



Geoffrey Zakarian – Celebrity Chef – 97.4K followers



Alex Guarnaschelli – Celebrity Chef – 149K followers



PEOPLE Great Ideas – 19.7K followers



Conde Nast Traveler – 455K followers

 **Conde Nast Traveler** @CNTraveler · Jan 18
This @SuperBowl event proves food is just as important as football
[@TasteoftheNFL cntrvlr.com/1mdMrFj](https://www.cntraveler.com/1mdMrFj)
Expand ↩ Reply ↻ Retweeted ★ Favorite ⋮ More

Miss America Organization – 28.6K followers

 **Miss America Org** @MissAmericaOrg · Feb 26
.@MissAmerica had the honor of participating in @TasteoftheNFL to
#KickHunger during Super Bowl weekend youtu.be/RF3Nwf0y3PA
📷 View media ↩ Reply ↻ Retweeted ★ Favorite ⋮ More

 **Miss America Org** @MissAmericaOrg · Feb 3
PHOTOS: @MissAmerica attended @TasteoftheNFL "Party with a Purpose" to
kick hunger during #SB48. ow.ly/teyh3
Expand ↩ Reply ↻ Retweeted ★ Favorite ⋮ More

Monica Culpepper – Survivor Contestant – 12.3K followers

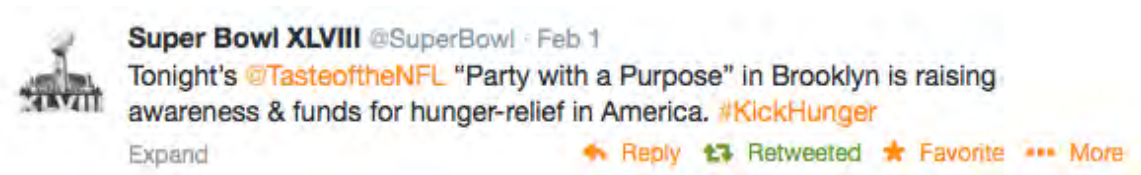
 **MONICA CULPEPPER** @monicaculpepper · Feb 1
Party with a purpose!! #FeedingAmerica #NFL loving the #survivor swag
[@TasteoftheNFL](https://pic.twitter.com/wqoAr4O5UH) Brad doing it right ❤️ pic.twitter.com/wqoAr4O5UH
📷 View photo ↩ Reply ↻ Retweet ★ Favorited ⋮ More

Matthew Hasselbeck – NFL Player – 169K followers

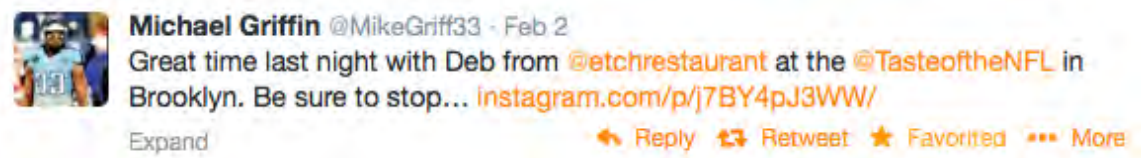
 **Matthew Hasselbeck** @Hasselbeck · Jan 31
[@TasteoftheNFL](https://www.tasteofthenfl.com) [@TerrillMusic](https://www.terrillmusic.com) Nice job fellas!
🗨 View conversation ↩ Reply ↻ Retweet ★ Favorite ⋮ More

Super Bowl XLVIII – 146K followers

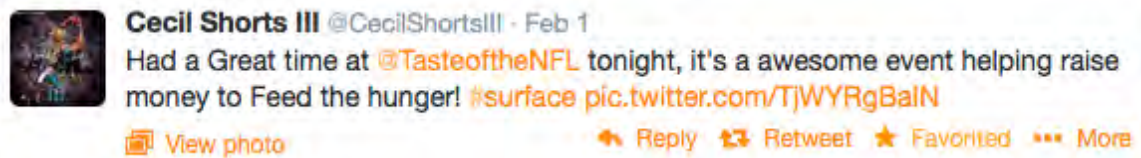
Item 8b



Michael Griffin – NFL Player – 33.9K followers



Cecil Shorts III – NFL Player – 23.9K followers



James Anderson – NFL Player – 15.4K followers



Merrill Hoge – NFL Alumni/ESPN Analyst – 136K followers



Carlo's Bakery – Cake Boss TV Show Bakery – 118K followers ^{Item 8b}



Carlo's Bakery @CarlosBakery · Feb 1

Don't miss the whole famiglia tonight at @tasteoftheNFL! We're so proud to support this event for the... [instagram.com/p/j5CT54KrDR/](https://www.instagram.com/p/j5CT54KrDR/)

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More



Carlo's Bakery @CarlosBakery · Feb 1

Look who @CakebossCastano ran into at @TasteoftheNFL - @GayleKing! Hope you enjoy the cake Gayle! pic.twitter.com/K8SHrSEa2X

🖼 View photo

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Carlo's Bakery @CarlosBakery · Feb 1

Check out our cake for @TasteoftheNFL! @Joefromcakeboss, @CakebossCastano, @frankiecakeboss put it together live! pic.twitter.com/GKS9joBLE7

🖼 Hide photo

↩ Reply ↻ Retweeted ★ Favorite ⋮ More



RETWEETS

85

FAVORITES

178



Carlo's Bakery @CarlosBakery · Feb 3

Check out how our Superbowl 48 cake for @TasteoftheNFL came together! [#SB48-vimeo.com/85744397](https://vimeo.com/85744397)

🖼 View media

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