



MCVB Event Sponsorship Request

The Marin Convention and Visitors Bureau (MCVB) is an independent 501(c)-6 tourism organization. Funding comes from a voluntary Business Improvement District (BID) dedicated to overnight visitor promotions, events, and activities within the County of Marin only.

The MCVB's mandate is to promote five lodging communities in Marin: Corte Madera, Larkspur, Mill Valley, Novato and San Rafael. Additionally, the Lodge at Tiburon and a variety of coastal Marin lodging properties are members. There are approximately 200 additional tourism related businesses that are non-lodging members of the MCVB as well.

Historically the MCVB supports several organization models:

- Promote Marin County as **an overnight destination**.
- Provide visitor information before and during stays.
- Provide film resources for commercial and theatrical productions.
- Attend and promote Marin County via professional meeting planner events.

The MCVB will support local events that enhance one of the historic models. Events that have the potential to attract and capture **overnight lodging stays within Marin County are given primary consideration** for funding requests.

The organization will not support local events that do not meet one of these models listed above.

Please fill out the below form with a minimum of 6 months prior to the event.

Event Name: _____

Sponsor Organization: _____

Organization Contact: _____

Phone/Email: _____

Date(s) of the Event: _____

Estimated Crowd Size/Potential Room Night Stays: _____

Amount Requested: _____

How will this support the MCVB organizational model(s): _____

Please scan this form to Gina Marr-Hiemstra at gina@visitmarin.org for consideration.