



Tidelands Activation Program - Event Wrap Up Form

This information provides important data and helps to ensure continued support for the Tidelands Activation Program. Completion of this wrap up form is required per your TAP agreement, and the data will be used to confirm your organization has produced the event proposed and provided the promotional materials listed in Attachment A of the TAP agreement. Not all questions/information may apply to your event - indicate N/A if not applicable.

Complete all relevant information and return to tap@portofsandiego.org no later than 30 days following your event.

Organization		Event Name	
Contact Name		Location	
Title		Event Date(s)	
Email		Website/Facebook Page	
Phone		Total Attendance	
Not-for-Profit / Government /Profit		Ticket Price Range	

On-Site / Pre-Event Promotion - Fulfillment

Check All Applicable

Promotional Tool	Yes	No	Promotional Tool	Yes	No		
Banner(s) Displayed			Port Logo on Event Website				
Branded Item Distribution			Port Logo Printed				
Port Booth			Event photographed				
Stage Announcement(s)			Tickets/Passes - Quantity				QTY:
Port Representative as Speaker			Sponsorship Value/Level				
Other:			Other:				

Performance Reporting - Event Results

Describe how your event created a full experience for attendees that was engaging, educational, and memorable.

2250 character limit with spaces



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Event Name		Event Date	
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Performance Reporting - Event Results Continued

How many years has your organization produced the event, not counting this year?

Projected attendance stated in TAP Application. Percentage of attendance goal achieved.

Projected Attendance:	Actual Attendance:	% of Goal Achieved:
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Who was your event attendee target demographic?

Estimated average age of attendee?

List most effective marketing tool(s) utilized to reach your attendees.

Primary way the event impact area businesses and residents and/or add to local economy?

Describe the best part of being at a Port venue?

What venue improvements could make your event even better?

What did your attendees request related to the venue?

Would you recommend the venue to a colleague for a similar event?

Will you apply for TAP funding in the future? and Is TAP funding your primary source of support for this event?

Post Event Financial Report – Unaudited Results

Cost to revenue ratio: (approximate dollar value)

(Gross Revenue – Expenses = Net Revenue)

Net Revenue:

Revenue Source Detail: (approximate dollar value)

Include sponsorships by entity, ticket revenue, event-related cash donations, food, parking, merchandise, vendor fees, etc.

Sponsorship (Include TAP Funding):	
Ticket Revenue:	
Event Related Cash Donations:	
Food/Drinks/Concessions:	
Parking:	
Merchandise:	
Vendor Fees:	
Other:	

Event Name		Event Date	
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In-kind Resource Amounts: (approximate dollar value)

Include District fee waivers, transportation, logistics, staffing etc. - not all may apply to your event

District fee waivers:	
Transportation:	
Logistics:	
Staffing:	
Rentals:	
Other:	

Attendance Detail by Ticket Type: (approximate number of attendees)

Include comps and trade vouchers - Not all may apply to your event

Paid Full Price:	
Discounted:	
Trade Vouchers:	
Press/Media	
Comps:	
Other:	

Summary of Marketing and Advertising Inclusion

Note: Not all areas may apply to your event. Please reference Attachment A of your agreement.

Owned Media

Printed Material Distribution		Online and E-Mail Distribution	
Item	# Distributed	Item	Impressions
<i>Flyers</i>		<i>E-blast Circulation</i>	
<i>Posters</i>		<i>Website Visitors</i>	
<i>Postcards</i>		<i>Other</i>	
<i>Programs/Schedules with Ad</i>		<i>Other</i>	

Social Media

Facebook (tagging@portofsandiego)		Twitter (tagging@portofsandiego)	
# of Posts	# of Fans	# of Tweets	# of Followers
Instagram (tagging@portofsandiego)		Other Social Media (YouTube, LinkedIn, etc....)	
# of Posts	# of Followers	# of Posts	# of Followers



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Paid Media			
Advertising Medium	Summary of Impressions		Ad Value
<i>Television Commercials: Total Spots/Reach</i>			
<i>Radio Commercials: Total Spots/Reach</i>			
Newspaper or Magazine	Circulation	Ad Size	Ad Value
<i>Publication</i>			
<i>Publication</i>			
<i>Publication</i>			
<i>Publication</i>			
<i>Publication</i>			

Provide five (5) high resolution photographs of your event. These images may be used in presentations at public meetings or in digital and/or printed materials regarding the Port’s sponsorship programs. Email photos or links to: TAP@portofsandiego.org

Submission of this completed form is required to process TAP invoices.

I certify that the data reported is correct according to the terms of Document No. _____

Signature

Date

A manually signed copy of this document transmitted by email or any other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this document.

Attach promotional samples such as event photographs, press releases, social media posts, advertisements, calendar notices, or other promotional materials as listed in Attachment A of your agreement.

INTERNAL:

Event No.

Photos:

Date Received:

Correct Logo Utilized:

Completed:

Brand Review:

Reviewed/Scanned:

Banners Received/Returned:

Tickets Received:

Promo Item(s)/Booth:

Notes: