

BOOKING INCENTIVE REQUEST

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

WWW.VISITMADISON.COM

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

- This event meets Monona Terrace's definition of a convention.
- This event has not yet been contracted.
- This event has a minimum of 75 % programmed events at the Monona Terrace.
- This event uses a minimum of two hotels within the Madison Room Tax District.
- This event has an overflow hotel with a minimum room block of 50.

PLUS ONE OF THE FOLLOWING :

- This event has a minimum direct spending impact of \$100,000.
- This event has a minimum out of town attendance of 400.

DATE OF REQUEST	1-26-2012	SALES MANAGER	Jamie Patrick
GROUP	World Triathlon Corporation		
EVENT TITLE	2013 Ironman Wisconsin	LEAD	109,164
EVENT DATES	09/03/2013 - 09/09/2013 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	30,000 100,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)				TOTAL ROOM NIGHTS			
HOTEL BLOCK	1	2	3	4			
Hotel Name	Citywide						
Peak Room Block Bid							

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	0
COMPETITION	n/a	ATTENDANCE	30,000

HISTORY	1	2	3
MONTH & YEAR			
CITY			
FACILITY			
BLOCK TOTAL			
PICK UP TOTAL			

COMMENTS		OTHER FUNDING (external & internal)	
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval _____
 DOS Approval Date 1/26/12

CEO Approval _____
 CEO Approval Date 1/26/12

INTERNAL USE ONLY :	
Committee Meeting :	
Approval Date & Amount :	
Scanned :	
Check Request :	
CRM & Tracking Updated :	