

BOOKING INCENTIVE REQUEST

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 August 8, 2013		SALES MANAGER Jamie Patrick	
GROUP National Collegiate Athletic Association			
EVENT TITLE 2015 NCAA DIII Regional Rules Conference		LEAD 113163	
EVENT DATES June 22-24, 2015 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED \$3,200	
ASSISTANCE TYPE Non-Shuttle		FUND USE Facility Rental	
PEAK ROOM NIGHTS (total peak) 200		TOTAL ROOM NIGHTS 320	
HOTEL BLOCK			
	1	2	3
Hotel Name	Hilton	Inn on the Park	
Peak Room Block Bid	150	50	

GROUP STATUS Pending	DIRECT SPENDING IMPACT \$184,192
COMPETITION Cedar Rapids, IA	ATTENDANCE 400
DECISION DATE 1/31/14	EXPECTED CONTRACT REVENUE \$8,445

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

COMMENTS ➔ 1st time event as a stand-alone DIII Rules Conference ➔	OTHER FUNDING (external & internal) none
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval *Rebecca Ramsey*
 DOS Approval Date *9/9/13*

CEO Approval *[Signature]*
 CEO Approval Date *9/19/13*

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