

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 2-25-13 SALES MANAGER JAMIE PATRICK

GROUP USA Climbing

EVENT TITLE ABS NATIONAL CHAMPIONSHIP LEAD 113051

EVENT DATES FEB JAN 30 - FEB 17 2015 AMOUNT REQUESTED ~~2367~~ \$9,675
(verify this does not conflict with major, annual events)

ASSISTANCE TYPE FUND USE Freighty Rental

PEAK ROOM NIGHTS (total peak) 120 TOTAL ROOM NIGHTS 645

HOTEL BLOCK	1	2	3	4
Hotel Name	<u>Hilton</u>	<u>3W IOP</u>		
Peak Room Block Bid	<u>60</u>	<u>60</u>		

GROUP STATUS OR Summit Pending DIRECT SPENDING IMPACT 205,440

COMPETITION Colorado Springs ATTENDANCE 1500

HISTORY	1	2	3
MONTH & YEAR	<u>2012</u>	<u>2013</u>	
CITY	<u>Colorado Springs</u>	<u>Colorado Springs</u>	
FACILITY	<u>Colorado Springs City Auditorium</u>		
BLOCK TOTAL			
PICK UP TOTAL	<u>334*</u>		

COMMENTS * Host Hotel only Reported OTHER FUNDING (external & internal)

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval [Signature]
DOS Approval Date 2-25-13

CEO Approval [Signature]
CEO Approval Date 2/26/13

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