



Explore Ridgeland Event Sponsorship Program Final Reporting Form

Final Report Requirements

A complete Final Report must be submitted as **one full packet** (PDF or digital file) **within 30 days** of your event to receive the remaining 50% of approved funding. Partial or incomplete submissions will not be accepted. Our Sales Team will review your packet and follow up with any questions before closing out the sponsorship. *If you anticipate a delay for reporting, notify us immediately. Failure to submit a complete and timely report may result in loss of remaining funds and ineligibility for future sponsorship for three years.*

We encourage you to use this as a checklist to make sure you have provided all requested information:

Section #1: Final Itinerary

Final event schedule/itinerary is attached.
(Include dates, times, locations, and key activities.)

Section #2: Itemized Budget

Final **itemized budget** for the event is attached.
(Include revenue and expenses, also indicating how RTC funds were used.)

Note: we would prefer for you to use our Event Budget Template that can be found on our website under the Sponsorships section if you do not already have a working template.

Section #3: Total Attendance

Total Event Attendance: _____

Number of Participants/Competitors (if applicable): _____

Number of Spectators/Audience (if applicable): _____

Hotel Room Nights Attributed to This Event (in Ridgeland):

- Total Room Nights: _____
- Ridgeland Host/Partner Hotels: _____

Attach supporting documentation (pickup reports, spreadsheets, or confirmation from hotels, etc.).

Visitor Origin (check all that apply): (Optional: Add % breakdown if available.)

Local (Ridgeland/Madison County) _____

Regional (within Mississippi) _____

Out-of-State _____

International _____

Feedback / Economic Impact Survey

Completed **feedback/economic impact survey(s)** (provided by RTC) should be attached or results from your organization's feedback survey provided to gather data about participants and event attendees should be included. We need to know how you got the information you provided in this section.

Number of survey responses collected: _____

Note: Economic Impact is the true testament to ROI and that is a defining factor in how we support events.

Section 4: Marketing & Promotion

Please attach **samples of all marketing materials** used to promote the event. This may include but is not limited to: *(Mark the boxes of items you have provided in your report, so we can make sure we know what to look for. We understand not all items apply to every event—you only need to submit what was used.)*

Checklist:

- Ad tear sheets (print or digital)
- Screenshots or links to **website promotions and landing page used**
- Social media posts or campaign samples
 - Please indicate where Explore Ridgeland was included/tagged or featured (if applicable).*
- Printed materials (flyers, posters, brochures, etc.)
- Additional video links or files
- Media schedule or advertising buys (if applicable)
- Any other collateral materials that demonstrate how the event and Ridgeland were promoted
- Any other items or information that will provide a case of support for your event (if applicable)

In the space below, elaborate on any Explore Ridgeland support given outside of sponsorship funding (if applicable, for example: promotional items, banners, pop-up visitor center presence, etc.)

Please carefully review your event materials both physical and digital to verify that no previous Visit Ridgeland branding is being or was used during the promotion of your event.

Section 5: Methods of Tracking Success

Briefly describe how you measure the success of this event. Please include both quantitative measures (ticket numbers, hotel reports, online analytics) and qualitative feedback (participant comments, media attention, etc.). Also provide any pain points/struggles that you would like to address or suggestions for growth. *(Attach any back up to support your statements and add more points as you need them)*

Methods of Tracking Success (please describe):

Key Outcomes / Highlights/Pain Points/Suggestions for growth:

Section 6: Final Report Submission

Please submit the completed Final Report and all required supporting documents **within 30 days** of your event's conclusion.

Mailing Address:

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Attn: Event Sponsorship Program
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Ridgeland, MS 39157

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