

# ADDITIONAL COMMISSION INCENTIVE PROGRAM

Sonoma County Tourism, Inc. (“SCT”) offers an additional commission incentive (“Commission Incentive”) to qualifying 3rd Party Meeting Planner organizations, to assist Sonoma County Business Improvement Area (“BIA”) hotels in contracting new business programs and meetings (“Program(s)”). Upon approval of this application, hotel sales teams can offer 3rd Party Meeting Planners *up to* an additional 5% commission, to be paid by SCT, to incentivize closing a contract. Commission Incentives are based on actualized net sleeping room revenue only and are not applicable to resort fees, taxes, assessments, other fees, rentals, food and beverage, complimentary rooms, concessions, and/or other expenses. Commission Incentives are not applicable to past, existing, indefinite, or tentative programs and are not available for repeat programs, regardless of booking source, without the prior written approval of SCT.

SCT reserves the right to verify any and all new leads and programs through any means available. The Commission Incentive promotion is subject to availability and can be cancelled by SCT at any time without prior notice. This promotion cannot be combined with any other offer or promotion. There are no other implied or express benefits outside the terms of this agreement.

**THIS OFFER IS VALID FOR NEW PROGRAMS ONLY.** New is defined as any program or meeting that has not contracted or concluded at a BIA hotel within the two (2) years preceding the contracting date. SCT must receive the lead details and hotel proposal. Applications will be considered on an on-going basis and subject to change at any time without notice. The Commission Incentive will be invoiced to SCT by the contracting hotel and paid by SCT directly to the Planner/Planner Organization.

## ADDITIONAL TERMS AND CONDITIONS

1. BIA hotel must complete and submit the program application to [sales@sonomacounty.com](mailto:sales@sonomacounty.com) for consideration.
2. Approved applications will be signed by SCT and returned to the sales contact via email.
3. BIA hotel must submit a pickup report 2 weeks in advance of the program beginning, and an invoice to SCT within 2 weeks after the conclusion of the contracted program.
4. Applications will be considered on an on-going basis and subject to change at any time without notice.
5. Funds are limited and awards are considered on a first come, first served basis.
6. SCT has the right to change, revise or cancel the Commission Incentive program at any time.
7. Please allow a minimum of 72 hours for SCT staff to review.
8. Any deviation from the terms of this promotion will invalidate the agreement.