



CONTACT:

Kurt Burkhart

434.970.3635

burkhart@charlottesville.org

FOR IMMEDIATE RELEASE

TOURISM BUREAU ANNOUNCES 2015-16 SPONSORSHIP GRANT PROGRAM

Charlottesville, VA (May 1, 2015) – The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) today announced the 2015-16 Tourism Sponsorship Program is now open, with Monday, May 25, 2015 at 5:00 p.m., as the deadline for submitting completed applications. To be considered for funding, the activity and/or event must occur in FY16, from between July 1, 2015 – June 30, 2016, which is the new fiscal year for the CACVB.

The purpose of this sponsorship program is to provide dollar-for-dollar matched funding of up to \$7,500 per applicant organization for “tourism-related initiatives,” provided that applicants meet the requirements and follow prescribed guidelines and responsibilities as outlined in the CACVB Tourism Sponsorship Program Application and CACVB Policy Statement. Those interested in applying can access information on how to apply by going to www.visitcharlottesville.org/sponsorships.

As in previous sponsorships, the primary focus will be given to applicants who can demonstrate that their initiative will “increase visitation and/or exposure of the destination through promotional efforts.” Certain restrictions do apply. For example, if an applicant has received notification that they will receive funding from the CACVB during this same time period from July 1, 2015 – June 30, 2016, this applicant would be ineligible for CACVB sponsorship funding (i.e. Non-Profit Marketing Funding for Festivals as well as Signature Events).

The CACVB also stressed the importance of submitting a complete application, as reviewers will base their decision on what is provided. Incomplete applications will receive a lower score and could be disqualified if material information is not provided as instructed.

As the CACVB's mission is to attract overnight visitation, the focus by reviewers who examine applications will be whether the activity and/or event proposed can either attract out-of-area visitors or extend their stay. Applicants are encouraged to consider an event or festival during shoulder-season months, so as to potentially increase the number of hotel stays by visitors to this area. Off-peak, or shoulder season, is typically mid-November through mid-March and July through mid-August, where occupancy at area hotels is lower.

Some of the past recipients of sponsorship grants have included Three Notch'd Road Baroque Ensemble, Charlottesville Festival of Cultures, The Taste of Monticello Wine Trail, Grace Church Historic Farm Tour, Virginia Cider Association, United Nations of Comedy Tour, Monticello Heritage Harvest Festival, Ash Lawn-Highland, Tom Tom Founders Day Festival.

The CACVB will notify award recipients in June. For additional information about this process, including policy, guidelines and application, visit www.visitcharlottesville.org/sponsorships.

About the Charlottesville Albemarle Convention & Visitors Bureau (CACVB)

In addition to serving as the global resource for marketing the tourism assets of [Charlottesville](#) and [Albemarle County](#), Virginia, through www.visitcharlottesville.org, the CVB assists tour operators, meeting planners, reunions and other groups in planning visits to the destination. CACVB's mission is "to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets." CACVB operates the [Downtown Visitor Center \(610 E Main St\)](#), which is open daily from 9 a.m. to 5 p.m. as well as a touch-screen kiosk at Monticello's Thomas Jefferson Visitor Center.

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