



**Contact:**

Kurt Burkhardt: 434.970.3635 – [burkhardt@charlottesville.org](mailto:burkhardt@charlottesville.org)

**FOR IMMEDIATE RELEASE**

**NEW TOURISM MARKETING SPONSORSHIP GRANT PROGRAM  
NOW ACCEPTING APPLICATIONS**

**Revamped program gives organizations the opportunity to apply for marketing funding for events that occur between July 1, 2017 and June 30, 2018**

**Charlottesville, VA** (April 4, 2017) – It is with tremendous enthusiasm that the [Charlottesville Albemarle Convention and Visitors Bureau](#) (CACVB) announces the launch of a new Tourism Marketing Sponsorship Grant Program, providing marketing funding for festivals, cultural events, the arts, and tourism initiatives in the Charlottesville area. This new initiative replaces the two previous sponsorship programs that were managed by the CACVB, hence making the process more streamlined and palatable for applicants. The CACVB will host an information orientation session to meet prospective applicants on Monday, April 10<sup>th</sup> from 1:00 p.m. to 2:00 p.m. at City Space.

Similar to the two previous programs administered by the CACVB for marketing funding, this new program will ask applicants to demonstrate how they will market and promote their event to attract prospective visitors to the greater Charlottesville area. The deadline for submitting applications is Tuesday, May 1, 2017 at 5:00 p.m.

Organizations that were approved for funding in FY18 through the former process will not be eligible for funding until FY19.

This new tiered funding process will give first time and veteran applicants, whether not-for-profit or business entities, the opportunity to apply for marketing funding for events that begin no sooner than July 1, 2017 and conclude on or before June 30, 2018. It is advisable for applicants to download all documents and to fully understand the program guidelines and responsibilities as outlined. Applicants are encouraged to thoroughly read and understand the CACVB policy and to clearly indicate which tier they are applying under.

Lee Catlin, Assistant County Executive for Community Relations for Albemarle County, is excited about this program and its impacts on Charlottesville and Albemarle County. "Albemarle County is pleased to see this grant opportunity that supports the festivals and events that help make our community such a vibrant and engaging tourism destination. The grant program has a strong history of helping to cultivate successful festivals that appeal to diverse audiences, and we look forward to the creative possibilities that can be nurtured through these funds," Catlin said.

Chris Eure, Executive Director for The Paramount Theater, sees the new grant program as very positive as well. “This is exciting news,” she says, “and I’m sure this new grant program will inspire many to consider applying. The Arts community recognizes the CACVB as a strong advocate for establishing the Charlottesville area as a premier arts and culture destination. They have done a good job of marketing and promoting the many cultural aspects of our area and with this new alignment of grant opportunities it is poised to have an ever greater impact.”

Further details and complete instructions on the application process can be found at [www.visitcharlottesville.org/sponsorships](http://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](http://www.visitcharlottesville.org), the CACVB 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., and a second visitor center, the [Albemarle Tourism and Adventure Center](#) in downtown Crozet ([5791 Three Notch’d Rd](#)) at the historic train depot; it is open Wednesday - Saturday 10:00 a.m. - 5:00 p.m. and Sunday Noon - 5:00 p.m. The CACVB also provides a touch-screen kiosk at Monticello’s Thomas Jefferson Visitor Center. The official website of the CACVB is [www.visitcharlottesville.org](http://www.visitcharlottesville.org). In addition, the organization manages powerful social media channels; ExperienceCharlottesville on Facebook, @VisitCVille on Twitter, CVilleVA on Pinterest, and @CharlottesvilleVA on Instagram and Vimeo.

###