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FOR IMMEDIATE RELEASE

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

Program gives organizations the opportunity to apply for marketing funding for events that occur between July 1, 2018 and June 30, 2019

Charlottesville, VA (April 2, 2018) – The [Charlottesville Albemarle Convention and Visitors Bureau](#) (CACVB) announces the opening of the Tourism Marketing Sponsorship Grant Program. This program provides funding for festivals, cultural events, the arts, and tourism initiatives in the Charlottesville area. The CACVB will host an information orientation session to answer questions from prospective applicants on Wednesday, April 4 from 9:45 a.m. to 10:45 a.m. at City Space.

This sponsorship grant program asks applicants to demonstrate how they will market and promote their event to attract prospective visitors to Charlottesville and Albemarle County. The deadline for submitting grant applications is Monday, April 30, 2018 at 5:00 p.m.

The grant program's 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, 2018 and conclude on or before June 30, 2019. 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 under which tier they are applying.

The CACVB also stresses 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, when occupancy at area hotels is lower.

For additional information about this process, including policy, guidelines and application, please 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 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](#) downtown Crozet ([5791 Three Notch'd Rd](#)), as well as a touch-screen kiosk at Monticello's Thomas Jefferson Visitor Center. In addition, the organization manages powerful social media channels; ExperienceCharlottesville on Facebook, @VisitCVille on Twitter, CVilleVA on Pinterest, and @CharlottesvilleVA on Instagram and Vimeo.

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