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**FOR IMMEDIATE RELEASE**

## **TOURISM BUREAU ANNOUNCES 2016-17 TOURISM SPONSORSHIP GRANT PROGRAM**

**Charlottesville, VA (May 2, 2016)** – The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) today announced the 2016-17 Tourism Sponsorship Grant Program is now open, with Wednesday, May 25, 2016 at 5:00 p.m., as the deadline for submitting completed applications. To be considered for funding, the activity and/or event must occur between July 1, 2016 – June 30, 2017, which is the new fiscal year for the CACVB.

The purpose of the Tourism Sponsorship Grant Program is to provide a dollar-for-dollar matched amount of funding up to a maximum of \$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](http://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, 2016 – June 30, 2017, 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 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.

This year, the CACVB will offer a bonus point addition to the scoring matrix if the festival or event is Virginia Green Certified. To find out more about how to become Virginia Green Certified, interested applicants can go to [www.visitcharlottesville.org/viriniagreen](http://www.visitcharlottesville.org/viriniagreen) and click-on, learn more and application, under the Festivals & Events heading on that page.

The CACVB will notify award recipients in late June/early July 2016. For additional information about this process, including policy, guidelines and application, please visit [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](#) 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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