



FINANCIAL MARKETING SPONSORSHIPS:
A POLICY STATEMENT BY THE
CHARLOTTESVILLE ALBEMARLE CONVENTION
AND VISITORS BUREAU

“Sponsorship is a cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property.” Furthermore, a sponsorship is extended with the expectation that a return on investment will be realized by the greater community through the purchase of goods and services by local commercial enterprises. Applicants approved for funding under this program must not have already received funding in the same fiscal year for programs administered by the CACVB. The CACVB Board of Directors will determine annually the amount of total funding to be made available under this program.

The CACVB will announce each May for the upcoming fiscal year opportunities for community-based organizations located in the City of Charlottesville and/or Albemarle County to apply for and request sponsorship funding through the CACVB Tourism Sponsorship Program. Applicants approved for sponsorship funding will be notified in June so as to make funds available for programs that begin on July 1 and conclude no later than June 30 of the same fiscal year. The CACVB Executive Director will approve qualifying applications and may convene a review committee to assist in the decision process; results will be conveyed to the CACVB Board of Directors following approval. Application and other information about the CACVB Tourism Sponsorship Program is detailed in a form prescribed by the CACVB.

*Adopted by the CACVB Board of Directors, March 20, 2012
Revised policy approved by the CACVB Board of Directors, January 22, 2013
Amended by CACVB Board of Directors, March 25, 2014*