



TOURISM MARKETING SPONSORSHIP GRANT PROGRAM

The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) Tourism Marketing Sponsorship Grant Program encourages organizations to seek funding for tourism-related initiatives. The program allows the CACVB and voluntary sponsorship committee members from the Charlottesville Albemarle community to equally evaluate applications from organizations seeking funding for tourism-related initiatives through the CACVB.

Applications for sponsorships are due by close of business on May 1, 2017. The original plus four (4) copies are to be submitted on or before the deadline to the CACVB office (610 E. Main Street, Charlottesville, VA 22902 – mall entrance of the Transit Center). Additionally, applicant must send in PDF format this same information by email to burkhart@charlottesville.org no later than 5:00 p.m. on May 1, 2017. Receipt of application via email will serve to time-stamp submission. No extensions of time will be permitted to submit application. Activity and/or event **must** begin no earlier than July 1, 2017 and conclude by June 30, 2018. Notification of award in this cycle will occur in June 2017. Applicant should carefully review the CACVB Policy Statement for Financial Marketing Sponsorships which can be found at www.visitcharlottesville.org/sponsorships.

TIERED APPLICATIONS

It is important to understand that, depending on the event, applicants will be rated according to whether they are a Tier 1 or Tier 2 event. Please read this application carefully as you will be required, depending on which Tier is applied for, that you follow instructions and provide the information requested. Incomplete applications will not be considered.

Tier 1 Applicant: The event has never applied for funding under any previously offered grant program offered by the CACVB and is considered a small scale, community focused event. The applicant may have had the same event in prior years but has never received CACVB funding. Tier 1 applicants operate on a small budget with little or no established history. Maximum award approved for Tier 1 applicants is \$2,000.

Tier 2 Applicant: Event has occurred for 2 or more years and the applicant may have previously received funding from the CACVB under similar programs. A Tier 2 applicant will need to sufficiently demonstrate through various data requested that key requirements have been met. Maximum award approved for Tier 2 applicants is \$8,500.

GUIDELINES

Any entity whether it be not-for-profit or a for-profit business, may apply for marketing funding under this program in accordance to the following guidelines:

Required for Tier 1 & Tier 2 applicants:

- Applicant will submit cover letter providing narrative about the event, stating how this activity will reach prospective out-of-area visitors, and state under which Tier of this process they are applying under, and whether applicant has applied for and received funding from similar programs;
(To obtain CACVB video files or logo, please contact Ellen Sewell – sewelle@charlottesville.org)
- Funding will not be awarded to an organization for administrative, clerical or production assistance or as a supplement to normal operating costs, including hosting, domain registration fees or other costs for basic infrastructure. However, if monies to be received are in support of a specific tourism-initiative that will be promoted on a website and is intended for improvement or enhancement to a website that directly markets a specific proposed event, then use of funds is permitted;
- The CACVB has the sole and final approval in awarding funds. Amounts awarded will be consistent with budgeted amounts and remaining balance that is dedicated to funding sponsorships will vary from year-to-year;
- Applicant organization will be deemed ineligible to seek funding under this program if the same applicant has been notified they will also receive funding from the CACVB through the Non-Profit Marketing Festival Funding program or Signature Event funding during this same period (July 1, 2017 – June 30, 2018);
- Sponsorships may not be used in conjunction with any other CACVB cooperative program or other CACVB-funded opportunity. A signed statement will be included with applicant's submission to the CACVB attesting that sponsorship dollars provided will be used for marketing a specific event and/or activity;
- Applicant must provide a detailed budget that shows revenues and expenditures for activity;
- Applicant clearly understands that information provided to the CACVB will be considered confidential proprietary records and used only in the review of applicant's submission for sponsorship funding. Release of this information to anyone other than the CACVB review team will not be permitted.

Tier 2 applicants are also required to:

- Provide any baseline data that can establish the applicant's prior history;
- Initiatives must help enhance Charlottesville and Albemarle County's image as a distinctive destination to all visitors, embracing the current CACVB brand. Applicant must provide a detailed marketing sponsorship package that will include the placement of the CACVB logo in a prominent location on all promotional materials, but not limited to websites, social media sites, posters, advertising, etc., as well as a prominent, direct link to the CACVB website . Additionally, applicant will be required to add to their website at least one promotional video available through the CACVB. Applicant can view these videos by going to <http://vimeo.com/charlottesvilleva/videos>
- The committee may consider such factors as the type of and scope of the applying entity, additional resources by the organization/business applying, the impact and priority of the proposed project, the timetable, the number of applications received, dollar amounts requested and, most importantly, the impact of the project's *ability* to increase and track overnight hotel stays and visitor revenue in our community;
- Entity must demonstrate an equal level of financial equity – cash – from one or more sources that is equal to or greater than the amount requested for sponsorship not to exceed \$8,500. All

awards will be based on a demonstrated 1:1 match, and this match by other sources must be a firm commitment.

APPLICATION PROCEDURES & SCHEDULE

Applicants will be notified regarding the sponsorship committee's approval or denial of the request. Complete and submit the Tourism Marketing Sponsorship Grant Application. All information is required; incomplete or missing information will disqualify applicant. Approved sponsorships funding will be paid directly to the applicant. All applicants must become a registered vendor with the City of Charlottesville via www.charlottesville.org/purchasing

RESPONSIBILITIES – Required of all applicants, except for # 6 (for Tier 2 applicants, only)

1. If you are not already, become a registered vendor with the City of Charlottesville. Payment cannot be made without first becoming a registered vendor - www.charlottesville.org/purchasing . It is recommended that at the time of or immediately following submission of application, applicant registers with the City;
2. Provide the CACVB with an invoice within 30 days after receiving award announcement, noting the dollar amount approved. Send invoice directly to oleary@charlottesville.org for processing
3. Notify the CACVB, should plans for an approved sponsorship change. Detail all changes. If CACVB has not been notified via certified letter of substantial changes (i.e., key management officials, scope of event, funding disruption, date of activity, etc.), CACVB could eliminate funding and/or request full reimbursement of funds to the CACVB ;
4. In the event the activity and/or event should not materialize, all sponsorship dollars will be returned within seven calendar days to the CACVB. Payment will be provided in the form of a bank draft. Failure to meet this repayment requirement will result in having the matter referred for legal action;
5. Provide a 30-day post event report (success statement) to the CACVB that describes the overall "success" of the event, including attendance (local and out-of-area), results of survey template provided by the CACVB, lessons learned, future opportunities realized, etc.;
6. Provide to the CACVB information required to generate the DMAI Economic Impact. **Tier 2 applicants, only**

For Tier 1 & Tier 2 Applicants: Failure to meet these responsibilities will jeopardize eligibility for funding in future years.

All communications with regard to this sponsorship program must be communicated by e-mail to Kurt Burkhardt - burkhart@charlottesville.org . Any questions related to this application **must** be submitted no fewer than three (3) business days prior to the May 1, 2017 deadline. **No extensions will be granted.**

APPLICATION

All applications must include on the cover page the following information:

- Federal Employer ID#
- Organization Name
- Street Address or Location
- Mailing Address (if different)
- City, State, Zip
- Telephone
- Website Address (**if applicable for Tier 1, mandatory for Tier 2 applicants**)

- Contact Person
- Contact E-Mail
- Contact Phone

JUSTIFICATION

Body of application should answer the following questions 1-5 in narrative form in no more than four (4) single-spaced typed pages. Margins should be no less than ½ inch on all sides, with font size no smaller than 12-point. Be sure to provide the CACVB with the original and five (5) hard copies. All applicants will send this same information in PDF format by email on or before the deadline to, burkhart@charlottesville.org . Submission of hard copies does not replace the requirement for application to be sent and received by email as receipt will time-stamp application submitted.

Required for Tier 1 & Tier 2 applicants:

- Briefly describe your organization and any partnering organization (noting its mission and primary activities) and, if applicable, how the partners will collaborate;
- Describe the initiative for which you seek funding. Cut the clutter and clearly articulate your objective for this project. Include key proposed activities, target audience(s) (i.e., to whom this project is directed), and estimated project timeline. Clearly detail how requested funds will be used, including a marketing plan that identifies specific actions that will be used to market this event/initiative to prospective out-of-area visitors;
- Include a detailed budget that clearly shows revenues and expenditures; identify all other sponsors and indicate whether sponsorship(s) are cash or in-kind.
- Describe the benefit of this project to the Charlottesville/Albemarle community, including any economic benefits; demonstrate clearly how initiative will increase out-of-area visitation; Describe the methods and tools for measuring event success in addition to surveying; target goal for increased overnight or daytrip visits, increased audience/circulation, number of tickets sold, overnight rooms booked/occupied, coupons redeemed or other quantifiable measures;
- Explain your plans to sustain this initiative in future years;
- Failure to provide required information with application may disqualify applicant from consideration.

Tier 2 applicants are also required to:

- Applicants are to include the most recent financial statement for their organization and/or activity seeking funding; **Tier 2 applicants, only**

REQUESTED AMOUNT - \$ _____

PROJECT TIMELINE Start Date (July 1, 2017) _____

End Date (no later than June 30, 2018) _____

Any supplemental materials that would enhance your application are welcome; however, materials must be received in PDF format with completed application.