

Thank you for your interest in our Tourism Event Support Program. We are approached by many ambitious event ideas and we're excited to hear them all. This program is not intended to be the primary patron of either the event or a fundraising beneficiary. The expected average amount of money invested in selected events is \$2,500.00. Below is what you need to know and do in throughout the event support application process and the Terms and Conditions set forth on events that are selected for support.

Purpose of the Program and Acceptable Use Examples

The purpose of this program is to grow events that draw attendees to Howard County and engage residents. A successful funding request is one of the following:

- a new event that has potential for increased visitation and resident engagement.
- an existing event that will take action that will extend the number of days the event takes place and/or will increase visitor and resident attendance.

Examples of accepted requests for funding:

- venue rental fees to get more fields to grow a tournament to accommodate more participants
- venue rental fees to get expanded event capacity to handle more attendees
- adding an additional kids feature to a festival to draw more families
- hiring better-known talent to draw more attendees
- adding a new experiential feature like a beer garden, an exhibit, or a culinary area to appeal to more attendees

Alternative Support

In many cases our organization elects to support events using cooperative marketing, rather than cash. For example, we may elect to launch a radio, facebook or other campaign highlighting the event alongside our own marketing. Your event may be selected for this cooperative advertising in lieu of cash based on our available budgets and marketing plans.

When will I find out if my event will be supported?

Tourism Event Support requests should be for events more than ninety days away. Submissions are reviewed by Tourism staff then submitted to the Tourism Executive Committee for final decision; this may take more than two months.

What happens if my event is selected for support?

Individuals and organizations' who submit an application are typically notified within two months time. Individuals and organizations' whose events are selected for support will be referred to as the "Investee" and will need agree to the Terms and Conditions as set forth below before the support is executed. Those selected for support will receive a description and level of support. Those selected for monetary support will typically be eligible to receive funds after the event. In rare instances Investees may receive funds before their event.

Visit Howard County Logo Usage

Investees receiving support are required to use the Visit Howard County logo on

- on the event website a hyperlink to www.visithowardcounty.com
- on collateral materials such as fliers and program booklets
- on-site at the event. Examples include banners, pull up displays and yard signs

Final Report & Reimbursement Request

The Investee is required to complete a Final Report no later than 30 days after the event. Investees who fail to submit a Final Report or submit an incomplete Final Report will become ineligible for reimbursement and future event support consideration. The Final Report can be found [here](#)

Supporting Documentation

Investees will need to submit various supporting documents before and after the event. Investees who fail to provide the required supporting documentation will become ineligible for reimbursement and future event support consideration.

Supporting Documentation Timeline:

(60 days or more before your event - all events)

- Screenshot of Visit Howard County logo on event website (required)
- Photo of Visit Howard County Logo onsite at event, e.g., banner, pull up display, yard sign (required)
- Collateral materials, e.g., fliers, program booklets (required)
- Post-event Budget vs Actual
- Creative assets for Visit Howard County to use in promoting the event

(Less than 30 after your event - for funded events only)

- Proof of purchase(s). Copies of receipts and invoices are acceptable (required).
Reimbursements will not exceed the approved amount.
- Invoice to Howard County Tourism. Must read "event sponsorship". Do not itemize. (required)
- W-9 (required)

(Less than 30 after your event - for events with ticketing or event registration.)

- Zip Code Report

(Less than 30 after your event - for events with overnight visitation)

- Hotel Room Report

Termination Clauses

Howard County Tourism Council may terminate event support under the following circumstances:

Insufficient funding

Howard County Tourism Council, Inc. may terminate event support if: Howard County Tourism Council, Inc. does not obtain sustained-level funding from Howard County, or; If funding cannot be continued (at Howard County Tourism Council, Inc. Board of Directors discretion) at a level sufficient to allow for the payment of the services covered within this sponsorship agreement.

Failure to comply

Howard County Tourism Council, Inc. may immediately terminate event support Howard County Tourism Council, Inc. finds that there has been a failure to comply with the provisions of the event support program, that reasonable progress has not been made or that the purposes for which the funds were invested have not been or will not be fulfilled.

Unsecured venue(s)

Howard County Tourism Council, Inc. will immediately terminate event support this if the Investee is unable to secure a venue(s) (playing fields, etc.) for the Event(s).

Morality

If at any time, in the opinion of Howard County Tourism Council, Inc. Board of Directors, Investee becomes the subject of public disrepute, contempt, or scandal that affects Investee's image or goodwill, then Howard County Tourism Council, Inc. may, upon written notice to Investee, immediately suspend or terminate event support and revoke Visit Howard County's brand and logo usage.