



GRANT COUNTY

Tourist & Convention Commission

GRANT COUNTY TOURIST AND CONVENTION COMMISSION

1350 N. Main, Williamstown, Ky. 41097

Mailing address: P.O. Box 160,

Williamstown, Ky. 41097

859-824-3322

1-800-382-7117

www.visitgrantky.com

Grant County Tourist & Convention Commission Event Sponsorship Request Guidelines

Mission: The Grant County Tourist & Convention Commission's mission is to generate tourism through events and community activities, as well as to market and promote the community, which will enhance the economy in Grant County.

The GCTCC makes sponsorship (grants) available to new tourism venues, events, projects and/or attractions, as well as offers sponsorships to support existing ones. The event should have visitor appeal and growth potential.

Prior to completing this form, please ensure that your organization or business meets at least one of the following criteria: (check all that apply.)

- Grant County lodging properties utilized for this event(s).
 Grant County restaurants/facility space utilized for this event(s).
 Increase to tourism traffic to Grant County via the event(s).

Sponsorship (grant) Guidelines:

- All sponsorship (grant) request forms must be submitted to the Executive Director of the Grant County Tourist & Convention Commission by the last day of the month to be considered at the next regularly scheduled GCTCC meeting. Event sponsorship requests must be received 45 days prior to an event. Requests received after the deadline will not be considered until the next available meeting.
- Applications for funding will first be reviewed and qualified by the Grant County Tourist & Convention Commission Executive Director who will check for completeness and verify key information where necessary and appropriate. The tourism board may also choose to contact the applicant with questions or to schedule an appointment.
- The tourism board has the option to respond to the sponsorship (grant) request as a grant and/or a loan and may require a match for the grant.
- Funds will be released after a signed copy of the contract and a request for funds has been received. The signatory should be the executive director, project manager or organization president or chairman.
- Sponsorship (grant) recipients, must agree to place the Grant County Tourist & Convention Commission logo on all associated printed/promotional materials, unless otherwise noted and shall provide a copy of the advertising with the follow up report.
- Factors which shall enter into the Grant County Tourist & Convention Commission's consideration for funding include: an itemized budget detailing projected income and expenses of the event, revenues to the sponsoring organization (if any) and probability of the event recurring annually.

Important Notices Regarding Application:

- A post event report **must** be submitted to the Grant County Tourist & Convention Commission within 30 days following the conclusion of the event. This report must include an accounting of the spending of the sponsorship (grant) funds, as well as a financial statement of the outcome of the project/event.
- The sponsorship (grant) fund agreement may be terminated within 24 hours written notice by the Grant County Tourist & Convention Commission for breach or failure of the applicant to perform pursuant to any of the provisions or requirements set forth herein. If grant funds have already been disbursed, and breach occurs, the applicant will be responsible for full repayment.
- Failure to follow these guidelines may result in denial of future support.
- If the event or project is funded, the GCTCC will specify any requirements it deems appropriate and will indicate how the funding will take place. Items eligible for the grant would include: printed material or advertising (newspaper, magazine, radio, etc.) signage and postage.
- Direct payment of bills and expenses to vendors may be specified, or the proposing group may be directed to pay bills when due and then submit invoice copies and copies of cancelled checks for reimbursement. Reimbursement will only happen during the fiscal year the grant is approved for. Sponsorship will only be approved for upcoming events and not for previously held events.
- The funding requests will be in the following amounts:
 - Up to \$2,500 for events
 - Up to \$15,000 for a project (ex: disc golf course; putt putt course, playground eqpt., etc.)
 - Up to \$50,000 for a matching grant program for the governmental bodies (fiscal court & cities) in Grant County.
- Applicant understands that if the rules are not followed (including providing all requested information and a follow up report), no future grants will be awarded to this organization by the GCTCC.
- The event cannot be political in nature.
- If a sponsorship (grant) is awarded to your organization, this means the GCTCC is assisting in the event, not hosting the event. This means you must obtain event insurance for your group and/or activity.
- Other supporting materials (ex: photos of project, site plans, etc.) may also be submitted for the GCTCC's boards consideration.
- Final sponsorship (grant) amounts will be at the discretion of the GCTCC.

GRANT CO. EVENT/PROJECT SPONSORSHIP REQUEST

Organization Name: _____

Address: _____

Contact: _____ Phone: _____

Email: _____ Website: _____

Event Name: _____

Event date(s): _____

Location of Event: _____

Monetary amount requested: _____

Amounts should be:

- Up to \$2,500 for an event;
- Up to \$15,000 for a project
- Up to \$50,000 for a matching municipal (county & cities) grant

Target audience: _____ Type of event (annual/bi-annual, etc.): _____

Expected attendance (local): _____ (regional): _____

of hotel rooms anticipated: _____ # of other lodging anticipated: _____

Have you reserved units at a lodging facility? Yes _____ No _____

If yes, Lodging facility _____ # of rooms reserved: _____

Brief event description: _____

Has Grant County Tourist & Convention Commission provided sponsorship to your organization in the past? Yes _____ No _____

If yes, please explain: _____

If this is not the first request for funds, list the date(s) and amount(s) of previous requests received from the commission:

Date:	Amount Requested	Amount Received:
_____	_____	_____
_____	_____	_____
_____	_____	_____

What is your source of matching funds (other sponsors, start up funding from fundraisers, admission, etc.)

The GCTCC must use its funds to increase tourism in Grant County, explain how this project will benefit tourism in Grant County: _____

What is your media plan for advertising your event/project: (The GCTCC is happy to assist in the development of a media plan for your organization, please feel free to contact the tourism director to set up a meeting.)

1. _____
2. _____
3. _____



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APPLICANT: I, _____,
(Name - print or type) (title)

(organization)

understand and comply with the conditions set forth by the Grant County Tourist & Convention Commission should the request for sponsorship or funds be granted.

(date of application)

(signature of applicant)

FOR DIRECTOR AND/OR COMMISSION USE ONLY

(date received)

(received by)

Presented to the director and commission on: _____

Action taken by director and/or commission: _____

