



Greenup County Tourism and Convention Commission

Sponsorship Program Application

The Greenup County Tourism and Convention Commission program is an investment to assist in our mission of creating economic growth by promoting our destination for overnight and day visitors. The program is open to organizations that align with one or more of the following strategic plan goals:

- Build interest in tourism and hotel accommodations within Greenup County.
- Strengthen relationships with local organizations to be more of a community promoter and advocate for the area.
- Organize events that showcase the area and attract more visitors to Greenup County.

Below is an example of factors that Greenup County Tourism may consider in evaluating a sponsorship request include, but is not limited to:

- Location of event must be in Greenup County.
- Time of year for your event.
- The event request date must be at least ninety days out.
- Estimated number of visitors/guests to the event.
- The amount of the sponsorship fund is based on a yearly budget. Once the funds are depleted, there will not be any more sponsorship during the fiscal year.
- Use of funds will not be provided for capital projects or general operational expenses.

The number of sponsorships and the amount is restricted and may vary from year to year pending budgetary limitations. Sponsorships are not considered long-term commitments. There are no guarantees that sponsorships will be carried over from one year to the next. We ask all requests be made no later than 30 days prior to event. If you require special consideration, please contact Jaime Bloss at jbloss@greenupcountyky.gov for approval.

Should the request be approved, the Greenup County Tourism logo and name must be utilized in conjunction with any promotion of the event. All sponsor materials must be signed off by the Tourism Director, including logo usage.

All applications must be fully completed when submitted or the application will be denied. Any supporting documents, such as letter of support or designs should also be included.



The sponsorship tiers below are structured to help develop and strengthen marketing support for local events. Please consider the following: Does my event bring in out of town guests? Will I need rooms to facilitate the event? What will my attendance be? Where and how will I market the event?

Sponsorship Tiers

Tier 1: Sponsorship up to \$250

- Attendance is expected to be up to 100 people

Tier 2: Sponsorship from \$251 - \$500

- Attendance is expected to be up to 250 people
- Marketing is locally driven

Tier 3: Sponsorship amount \$501 - \$1,500

- Attendance is expected to be up to 500 people – historical event data on attendance could be requested
- Marketing is regionally driven

Tier 4: Sponsorship amount \$1,500 +

- Attendance is expected to be up to 500 people – historical event data on attendance could be requested.
- Events should be large enough to drive people to stay in Greenup County with an overnight stay at a hotel, lodge, campsite or Airbnb.
- Event should gain media attention with proven social media backing.

Completed applications and event recaps can be submitted through email or mailed to the following:

Email:

Jaime Bloss

jbloss@greenupcountyky.gov

Mail:

Greenup County Tourism

Attn: Jaime Bloss

301 Main Street

Greenup, KY 41144



Greenup County Tourism and Convention Commission Sponsorship Application

Greenup County Tourism Board is accepting requests for sponsorship of local events that will impact Greenup County. We want to partner with our area organizations/entities who wish to plan events inside Greenup County. The events should attract attendees who will in turn utilize our Greenup County hotel accommodations. All requests must be received 30 days prior to the event.

Organization requesting funds: _____

Name of person completing application: _____

Phone number: _____ Email of applicant: _____

Event name: _____

Event date and time: _____ Amount requested: _____

*Actual amount awarded will be set by the Board. (See tiers for reference.)

Please give details of the proposed event: _____

How do you plan to advertise? _____

Do you have a web-site, if so please list it? _____

Please list your organizations social media accounts: _____

How many people do you plan to have at your event? _____

Do you anticipate overnight attendees that would need hotel accommodations? _____

Do you have any plans to request sponsorship/donations from any other source? If yes, please explain and list names: _____

Do you have a Board of Directors or Committee that oversees your operations? _____

Do you have nonprofit status 501 (c)3? _____

Do you confirm that you will complete a final report within 3 months of the completion of your event? _____

Are you affiliated with any other entity? _____

Signature of applicant: _____ Date: _____

- Please attach another page if you have more information to help make a decision on the sponsorship.
- Application MUST be completed in full in order to be considered.
- All funding is up to the discretion of the Board and all decisions are final.
- Any organization that is awarded funds but fails to submit the final report is disqualified for the following fiscal year.

