

Sponsorship Grant Criteria

Non-profit organizations within the state's 46 counties that meet the Tourism Partnership Fund eligibility requirements and are engaged in a tourism marketing initiative that attract visitors from outside their destination.

Eligible Organizations

- Destination Marketing Organizations (DMOs)
- Chambers of Commerce
- Convention and Visitors Bureaus
- Regional Tourism Commissions
- Public Service Organizations
- Associations
- Towns/Cities
- Counties
- Development Boards
- Museums/Aquarium/Zoo
- Historical Sites

Fundable Components

- Interactive Marketing
- Web Development/Enhancement
- Broadcast Media
- Advertising
- Billboard
- PR: Media Marketplace, Press Kits
- Sales: Tradeshows, Meetings & Conventions, Group Tours
- Other (Provide detailed explanation)

Grant funds are to be used for Out-of-State and/or In-State marketing. In-State advertising must be conducted in marketing venues that are at least 50 miles outside organization's county/region to qualify for reimbursement.

Maximum Award Amount

- Applicants may apply for up to \$500.
- Organizations must be able to match this grant one-to-one.
- State dollars cannot be used as your match.

Application Procedure



Application should be typed on white paper (8 ½ X 11), using 12 point font and not to exceed 5 pages.

Original application and all 5 copies must include a cover sheet with the information listed below.

1. TPF Grant Category: (Sponsorship Grant)
2. Organization Name
3. Name of Project Director
4. Mailing Address
5. Telephone Number and FAX Number
6. E-mail Address and Internet Address
7. County
8. Project Name
9. Date of Festival or Event
10. List each Fundable Component with Corresponding Budget Figure (EXAMPLE: Print Media -\$500; Broadcast Media \$500, etc.)
11. Requested TPF Grant Amount (Maximum for Sponsorship Grant is \$500.)
12. Attach to cover sheet:
 - ✓ 501-C Federal (IRS) Exemption Letter
 - ✓ Federal Identification Number (FEIN) Letter (If your Federal ID Number is not located on your 501-C Exemption Letter)
 - ✓ Completed Application (Project Director's Signature)

Sponsorship Grant Application

1. Describe your organization and its primary mission.
2. Describe your festival/event/marketing promotion in detail.
3. How does your organization plan to use this grant to promote your festival/event/area?
4. Provide the community and regional organizations that support your project.
5. How many tourists/travelers visited your area or attended your festival or event last year?
6. What benefits will your community/state receive by sponsoring this project?

POINT SYSTEM FOR OUTRIGHT GRANT

Total Weight Factor = 100

1. Marketing goals clearly identified and attainable? (20 Points)
2. Target Audience clearly identified with justifiable sources? (20 Points)
3. Marketing strategies/tactics clearly explained and tied to goals in Question 2? (20 Points)
4. Performance measures clearly identified? (10 Points)
5. Calculation shown for economic impact explicitly tied to marketing efforts for this funding year? (20 Points)
6. Application clear, concise and comprehensive? (5 Points)
7. Required documentation provided? (5 Points)

Funding will be awarded based on scoring. Funds will be distributed in descending order from the highest scoring application to the lowest scoring application --until all TPF funds are appropriated.