



## 2016-17 TOURISM SPONSORSHIP PROGRAM

The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) Tourism Sponsorship 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 25, 2016.** The original plus three (3) 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 25, 2016. 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, 2016 and conclude by June 30, 2017. The event and/or activity **must** be based in the City of Charlottesville or Albemarle County and clearly demonstrate the ability to attract out-of-area visitation/attendance.

Notification of award in this cycle will occur in June 2016. Applicant should carefully review the CACVB Policy Statement for Financial Marketing Sponsorships which can be found at [www.visitcharlottesville.org/sponsorships](http://www.visitcharlottesville.org/sponsorships).

### GUIDELINES

Any entity whether it be not-for-profit or a for-profit business, may apply for this sponsorship program according to the following guidelines:

- **Priority will be given to first-time, new initiatives** that promote out-of-town visitation and have an impact that spans to an audience broader than local residents. Applicant is to indicate whether it has applied and received funding in previous year through the CACVB sponsorship grant program;
- Initiatives should increase visitation and/or exposure of the destination through promotional efforts; therefore, any baseline data that is available should be included as a barometer of the activity seeking funding;
- Initiatives must help enhance Charlottesville and Albemarle County's image as a distinctive destination to all visitors, embracing the current CACVB brand tagline. 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>

To obtain CACVB video files or logo, please contact Ellen Sewell – [sewelle@charlottesville.org](mailto: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;
- **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 \$7,500. All awards will be based on a demonstrated 1:1 match, and this match by other sources must be a firm commitment;**
- 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;
- In making decisions on sponsorship applications, 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. Applicant will confer with the CACVB immediately following activity to provide data that can possibly be used in the DMAI Economic Impact Calculator for event and/or activity held;
- **Applicant organization will be deemed ineligible to seek sponsorship funding 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, 2016 – June 30, 2017);**
- 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 propriety 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.

## **APPLICATION PROCEDURES & SCHEDULE**

Applicants will be notified via email on the sponsorship committee's approval or denial of the request. Complete and submit the Tourism Sponsorship Application. **All information is required; incomplete or missing information will disqualify applicant**. Approved sponsorships monies will be paid directly to the applicant. All applicants must become a registered vendor with the City of Charlottesville via [www.charlottesville.org/purchasing](http://www.charlottesville.org/purchasing)

## RESPONSIBILITIES

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](http://www.charlottesville.org/purchasing)
2. Provide the CACVB with an invoice within 30 days of award announcement, noting dollar amount approved. Send invoice directly to [oleary@charlottesville.org](mailto: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 report to the CACVB no later than 30 days following the event and/or activity that details attendance (local and out-of-area), direct economic impact (hotel rooms booked, restaurants and retail activity, etc.) and "success statement." This is in conjunction with the DMAI Economic Impact report the CACVB will help applicant to generate.

**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 Burkhart - [burkhart@charlottesville.org](mailto:burkhart@charlottesville.org) . Any questions related to this application **must** be submitted no fewer than three (3) business days prior to the May 25, 2016 deadline. **No extensions will be granted.**

## APPLICATION

Application cover page must include the following information:

- Federal Employer ID#
- Organization Name
- Street Address or Location
- Mailing Address (if different)
- City, State, Zip
- Telephone
- Website Address
- 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 five (5) single-spaced typed pages. Margins should be no less than ½ inch on all sides, with font size no smaller than 11-point. Be sure to provide the CACVB with the original and three (3) copies in addition to the PDF file that will be sent via email.

- 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. Additionally, applicants are to include the most recent financial statement for their organization and/or activity seeking funding;
- Describe the benefit of this project to the Charlottesville/Albemarle community, including economic benefits; demonstrate clearly how initiative will increase out-of-area visitation;
- Describe the methods and tools for measuring success; 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 may disqualify applicant from consideration.

REQUESTED AMOUNT - \$ \_\_\_\_\_

PROJECT TIMELINE Start Date (July 1, 2016) \_\_\_\_\_

End Date (no later than June 30, 2017) \_\_\_\_\_

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