



VISIT CHEYENNE **SPONSORSHIP** APPLICATION GUIDELINES *for 2017 Events*

Purpose

The Sponsorship program is a competitive process whereby the VISIT CHEYENNE Board of Directors awards sponsorships to events, activities, or performances that enhance the visitor experience in Laramie County and provide Visit Cheyenne with considerable visibility to both residents and visitors.

Eligibility

Eligible sponsored activities may last multiple days, weeks, or months (a season of activities or performances). *Festivals or one-time events often may be more appropriate for Visit Cheyenne's marketing grant program.*

Eligible events, activities or a series of performances should do the following:

- 1) Enhance the visitor experience in Laramie County,
- 2) Add to the attraction base of Laramie County,
- 3) Provide Visit Cheyenne with the opportunity to deliver a targeted sponsorship message to visitors about Visit Cheyenne services (ex: trolley rides, travel counseling, meeting planning, etc.) in signage, publications, mailings, etc. and
- 4) Is open to the public.

Annual or long-term events may have priority over one-time events.

Organizations may apply for funds for more than one event in the same year.

VISIT CHEYENNE provides additional consideration to events that

- 1) Support & develop the Cheyenne "Live the Legend" brand, or
- 2) Events that take place during the off-season (Oct-April).

While VISIT CHEYENNE usually does not fund projects for more than three consecutive years, the Board of Directors may make exceptions for worthy events.

Application Guidelines:

Sponsorship application should be submitted to VISIT CHEYENNE by Nov 30, 2016.

Sponsorship grants will NOT be awarded to projects already completed.

Sponsorship Amounts

The Board of Directors determines the amount of the sponsorship funding based upon the size and impact of the activity, its viability, and its ability to deliver a targeted Visit Cheyenne message to attendees. Visit Cheyenne has budgeted \$29,000 *total* for all sponsorships in 2017.

The Board may mandate additional requirements to be met by the event organizer before any monies are awarded. Receipt of any VISITOR CHEYENNE sponsorship funds serves as an acknowledgement to abide by said requirements.

Approval will be decided at the December 2016 VISITOR CHEYENNE Board meeting. Notifications will be made to applicants soon thereafter.

Information Session – Each sponsorship recipient is required to have a meeting with VISIT CHEYENNE staff to coordinate 1) Visit Cheyenne messaging at the events, and 2) Visit Cheyenne's promotion of the activity in conjunction with the activity sponsor.

Organizational Assistance-- Additional PR and administrative counseling from VISIT CHEYENNE may be provided based upon need and potential impact of event.

Activity Organizer Responsibilities

*Recognition of Sponsorship ~ Event organizer will acknowledge VISIT CHEYENNE for providing a sponsorship. Sponsorship winners should use VISIT CHEYENNE'S logo for this purpose, along with a targeted message to attendees as agreed-to by Visit Cheyenne and organizer.

* All contracts for goods and services under this sponsorship program shall be between the event organizer and the vendor. In no case will VISIT CHEYENNE be part of such a contract.

Application Process

Sponsorship application should be submitted to Visit Cheyenne by November 30, 2016. You are allowed to submit the form at a later date, but the processing time will be longer and sponsorship budget may be depleted.

If your activity has a sponsorship flier for seeking sponsorships, please supply it as well.

If you have any questions please contact:
Darren Rudloff or Jill Pope
VISIT CHEYENNE
One Depot Square~ 121 W 15th Street, Suite 202
Cheyenne, Wyoming 82001 307-778-3133
jill@cheyenne.org

***see application below**

VISIT CHEYENNE
2017 **SPONSORSHIP** APPLICATION
VISIT CHEYENNE, 121 W 15th St Cheyenne, WY 82001 307-778-3133

Due to VISIT CHEYENNE: Nov 30, 2016

Dates of Event/Activity _____

Event/Activity
Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Event/Activity Director _____ Phone _____ Email

Description of Event include goals and event logistics

Board of Directors & Officials

SPONSORSHIP OPTIONS:

Does your event have a sponsorship form with designated sponsorship levels?
If yes, please attach.

Sponsorship Amount Requested from VISIT CHEYENNE \$ _____

Do you have any suggestions for how a Visit Cheyenne message could be displayed effectively?

Who are your target attendees? What do you project for attendance during your season?

What is this event's history? What are your plans for this event in the future?

Have you received VISIT CHEYENNE sponsorship or grants before? _____
If yes, what year(s)? _____

Signature of Event/Activity Director

Date