



**Pocahontas County Convention & Visitors Bureau
Events and Sponsorships Request for Grant Funds**

P.O. Box 275 Marlinton WV 24954 304-799-4636

Recipients of Pocahontas County CVB grants must agree to all terms outlined in the written Event and Sponsorship Grant Policies. A copy can be obtained by contacting the Pocahontas County CVB office.

Section 1: Requester Information

Business/Organization:

Contact Person:

Phone:

Email:

Address:

Section 2: Event / Sponsorship Information

Name of Event:

Dates of Event:

Please provide a detailed description of the event:

How will this event benefit tourism and how it is expected to contribute to overnight lodging within the county?

Total Estimated Attendance:

Total Estimated Visitor Attendance (those attending from outside 50-mi):

Section 3: Budget Information

Total Budget: \$

Amount of Event Grant Funds Requested: \$

Would you like the Pocahontas County CVB to mail out brochures/rack cards to the State Visitor Centers for a \$35.00 charge? Yes No

Have you or do you plan to ask for funds from another county organization for this project: Yes () No ()

If yes, please fill in the following information:

<i>Organization Awarding Funds</i>	<i>Usage Description</i>	<i>Amount Received / Requested (\$)</i>
1.		
2.		
3.		

Have you previously requested grant funds from the Pocahontas County CVB? Yes () No ()

If yes, Year/Amounted Granted:

Section 4: Insurance Information

Do you have liability insurance coverage for this event? Yes () No ()

[Please provide a copy of the certificate of insurance with this form]

Name of Insurance Agent:

Name of Insurance Company:

Phone Number:

Section 5: Agreement

AGREEMENT:

- The contact person or representative must be present at a meeting of the Pocahontas County Board of Directors Grant Committee to submit their grant request in person. The Pocahontas County CVB Board of Directors Grant Committee meets quarterly in January, April, July, and October on the second Monday of the month unless otherwise agreed upon by the committee.
- This form must be completed and returned to the Pocahontas County CVB office two weeks prior to the meeting you attend.
- The Pocahontas County CVB reserves the right to reject any and all grant fund requests.
- The recipient must provide the Pocahontas County CVB with the results of the Event or Sponsorship and provide a final breakdown of how the grant funds were expended (form enclosed).
- Any funds distributed to the grant recipient in advance that were unused or misused must be repaid to the Pocahontas County CVB within 60 days of the conclusion of the Event. The Pocahontas County CVB reserves the right to pursue all available avenues pursuant of West Virginia state laws to recover these funds.
- The undersigned agrees to these stated conditions and the written Pocahontas County CVB grant policies and will return the final report form within 60 days of the conclusion of the Event or Sponsorship.

Signature:

Date:

Media Breakout

(Breakdown of how the advertising or marketing grant funds will be spent)

EXAMPLE

Name of Publication	Target Market	Issue Date	Number / Size of Ads	Cost
Charleston Gazette	Charleston Metro Valley Visitors	Sunday edition, August 23 & 30	2 ads, 3 column x 4"	\$500.00

Print Advertising

Name of Publication	Target Market	Issue Date	Number / Size of Ads	Cost

Broadcast Advertising (Television/Radio)

Name of Station	Target Market	Schedule	Number / Length of Spots	Cost

Printing Expenses

Description	Target Market / Distribution Area	Quantity	Specifications	Cost

Web/Internet

Description	Target Market	Schedule	Specifications	Cost

Promotional/ Memorabilia Logo Giveaways

Description	Logo Placement and Size	# of items to giveaway	*Committee approved prior to production? Date approved?	Cost

Optional CVB Service

Event brochure distribution Service	WV Welcome Center/ Regional CVB	One Time	\$35.00 Fee applies if event chooses to apply this service	
Total Cost (of all advertising)				

*For CVB use and will follow initial grant approval

* Total should match total grant

Rev. May, 2015

*At least 85% of grant funding MUST go to advertising in media outlets located beyond 50 mile radius of event location

*A maximum of 15% of the granted money may be used for promotional/memorabilia/giveaways not to be sold

Featured Event Page Form

P.O. Box 275 Marlinton WV 24954 304-799-4636

We do add a featured event page on our website for your event. This page will include details, updates, and features of your event. Please fill out the information below to be added to your events listing. Without this information, we are unable to add you to the Featured Event page.

Title of Event: _____

Start Date: _____

End Date: _____

Location: _____

Time: _____

Directions: _____

Contact Person _____ Phone Number: _____

Website _____

PHOTOS: (please provide 3-5 large format photos of event sent either by email or downloaded to disc.)

Email: _____

Description of Event (100 Words:) _____

*Please include any website addresses, Posters, Photos, Videos, Brochures, Schedules for your Event and Vendor Forms (If available).

There will be a section that will include referrals to your event as well as a star rating of the event. If you have any questions please feel free to contact me.

Thanks,
Chelsea Walker
Events Coordinator
304-799-4636
cwalker@pocahontascountywv.com

Important Information for you!

Application Deadlines/Dates

Applications are due two weeks before the scheduled Grant Committee meeting. See below for 2017 deadlines:

Application Due Date	Event Grant Committee Tentative Meeting Date
December 19, 2016	January 9, 2017
March 20, 2017	April 3, 2017
June 19, 2017	July 3, 2017
September 18, 2017	October 2, 2017

Organizations will be eligible to receive funding for event advertising up to 100% of the event advertising budget, but not exceeding \$2000.00 for a one day event and not to exceed \$4,000 for events lasting two or more days.

Regional Advertising and Printing Options (many other options available)

Print & Web Advertising

Charleston Gazette:

Jennifer Starsick (jennifer.starsick@cnpapers.com)

John McGucken (john.mcgucken@cnpapers.com)

Pocahontas Times:

Kimberly Totten (kjtotten@pocahontastimes.com)

The Recorder-Highland & Bath, VA:

Jessica Rogers (540) 468-2147

The Inter-Mountain-Elkins:

Michelle Hammonds (304) 636-2127 ext. 126

Free listings

WVMR Town Crier

Graphic Design (posters, brochures, etc.)

Sunny Given- CrickHollow Graphics:

Email: cloverlickid@yahoo.com

Phone: (304) 799-4973

Radio

WVMR:

(304) 799-6004

Greenbrier Radio - Lewisburg:

(304) 645-1327

Printing

Nicholas Printing:

(304) 872-5906

River Cities Printing:

(304) 528-5496

Chocklett Press:

(540) 345-1820

Greenbrier Printing:

(304) 645-3030

VistaPrint.com

Policies/ Logo Standards / Summary Report

You can find Event Grant Policy, our Logo Standards and Summary Report of our website at http://pocahontascountywv.com/partnering_with_us.aspx or request them to be emailed to you.

Summary Report must be submitted 60 days of the conclusion of the event.



Pocahontas County Convention & Visitors Bureau

Event Grant Policy

Direct advertising support is available from the Pocahontas County CVB for events held in Pocahontas County, which will generate overnight lodging. Events must be open to the public and must not discriminate based on race, sex, religion or handicap. Groups seeking funds may be either for-profit or non-profit.

1. All funded groups must submit an advertising budget and provide a certificate of liability insurance for the event
2. Organizations will be eligible to receive funding for event advertising up to 100% of the event advertising budget, but not exceeding \$2000.00 for a one day event and not to exceed \$4,000 for events lasting two or more days.
3. The Pocahontas County CVB logo, phone number [800-336-7009] and Web site address must be present on all advertising material of the approved event
4. A PCCVB request form for funding must be received at the Pocahontas County CVB office two [2] weeks prior to the Grant Committee meeting.
5. New applicants must present their proposal to the PCCVB Grant Committee during a quarterly committee meeting for the first two years they apply. These presentations can be either in person or via conference call. After the first two years, recurring applicants can work directly with the Event Grant Coordinator, who will update grant committee members on any changes or updates, and thus presentation to the committee will be optional.
6. The Pocahontas County CVB reserves the right to reject proposals
7. The approved grant may be distributed to the applicant upon approval, within the designated fiscal budget year.

8. The final Summary Report is due to the PCCVB office within sixty – (60) days of the conclusion of the event. The Summary Report must be accompanied by copies of all paid invoices and advertising tear sheets, web ad screen shot, sample of all collateral materials

such as brochures, flyers, posters etc. demonstrating proper use of the PCCVB logo, phone number and website address. Failure to comply may affect future grant awards.

9. Any funds provided through an event grant that are not utilized or are improperly utilized must be re-paid to the Pocahontas County Convention & Visitors Bureau within sixty- (60) days of the conclusion of the event. Failure to comply may affect future grant awards.

10. At least 85% of grant funding must go towards advertising in media outlets located beyond a 50 mile radius from the event location.

11. The PCCVB will mail event brochures to WV Welcome Centers and select regional CVB offices for a fee of \$35. This fee will be automatically deducted from the approved grant amount, if the event chooses to apply this optional service.
12. The PCCVB does maintain an event webpage for each awarded event.
13. A maximum of 15% of the granted amount may be used for promotional/memorabilia giveaways, not to be sold. Items may include but are not limited to T-shirts, mugs, key rings. To insure legitimate, tasteful use of the Pocahontas County CVB logo, these requirements must be met:
 - a. Approval of logo use on such promotional items are at the discretion of the Event Grant Committee.
 - b. Promotional items paid for through this grant funding must be approved by the Event Grant Committee prior to production in order to qualify.
 - c. Logo size standards and logo placement requirements apply (see logo requirements).

Last amended April 15, 2015



Pocahontas County Convention & Visitors Bureau

Event Grant Policy

Direct advertising support is available from the Pocahontas County CVB for events held in Pocahontas County, which will generate overnight lodging. Events must be open to the public and must not discriminate based on race, sex, religion or handicap. Groups seeking funds may be either for-profit or non-profit.

1. All funded groups must submit an advertising budget and provide a certificate of liability insurance for the event
2. Organizations will be eligible to receive funding for event advertising up to 100% of the event advertising budget, but not exceeding \$2000.00 for a one day event and not to exceed \$4,000 for events lasting two or more days.
3. The Pocahontas County CVB logo, phone number [800-336-7009] and Web site address must be present on all advertising material of the approved event
4. A PCCVB request form for funding must be received at the Pocahontas County CVB office two [2] weeks prior to the Grant Committee meeting.
5. New applicants must present their proposal to the PCCVB Grant Committee during a quarterly committee meeting for the first two years they apply. These presentations can be either in person or via conference call. After the first two years, recurring applicants can work directly with the Event Grant Coordinator, who will update grant committee members on any changes or updates, and thus presentation to the committee will be optional.
6. The Pocahontas County CVB reserves the right to reject proposals
7. The approved grant may be distributed to the applicant upon approval, within the designated fiscal budget year.

8. The final Summary Report is due to the PCCVB office within sixty – (60) days of the conclusion of the event. The Summary Report must be accompanied by copies of all paid invoices and advertising tear sheets, web ad screen shot, sample of all collateral materials

such as brochures, flyers, posters etc. demonstrating proper use of the PCCVB logo, phone number and website address. Failure to comply may affect future grant awards.

9. Any funds provided through an event grant that are not utilized or are improperly utilized must be re-paid to the Pocahontas County Convention & Visitors Bureau within sixty- (60) days of the conclusion of the event. Failure to comply may affect future grant awards.

10. At least 85% of grant funding must go towards advertising in media outlets located beyond a 50 mile radius from the event location.

11. The PCCVB will mail event brochures to WV Welcome Centers and select regional CVB offices for a fee of \$35. This fee will be automatically deducted from the approved grant amount, if the event chooses to apply this optional service.
12. The PCCVB does maintain an event webpage for each awarded event.
13. A maximum of 15% of the granted amount may be used for promotional/memorabilia giveaways, not to be sold. Items may include but are not limited to T-shirts, mugs, key rings. To insure legitimate, tasteful use of the Pocahontas County CVB logo, these requirements must be met:
 - a. Approval of logo use on such promotional items are at the discretion of the Event Grant Committee.
 - b. Promotional items paid for through this grant funding must be approved by the Event Grant Committee prior to production in order to qualify.
 - c. Logo size standards and logo placement requirements apply (see logo requirements).

Last amended April 15, 2015