



## **Pocahontas County Convention & Visitors Bureau Event Marketing 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, gender, sexual orientation, religion, or disability. 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 up to 100% of the event advertising and marketing budget, but not exceeding \$3,500 for a one-day event and not to exceed \$5,000 for multi-day events lasting two or more days.
3. The Pocahontas County CVB logo, phone number [304-799-4636] and website address [PocahontasCountyWV.com] must be present on all advertising material of the approved event.
4. A Pocahontas County CVB request form for funding must be received by the Pocahontas County CVB two weeks prior to the Grant Committee meeting.
5. New applicants must present their proposal to the Pocahontas County CVB Grant Committee during a quarterly committee meeting for the first two years they apply. These presentations can be either in person or via Zoom. After the first year, reoccurring applicants can work directly with the Event Grant Coordinator, who will update the grant committee members on any changes, or updates, and thus presentations to the committee will be optional.
6. The Pocahontas County CVB reserves the right to reject Event Grant Marketing applications.
7. The approved grant may be distributed to the applicant upon approval, within the designated fiscal budget year.
8. Applicants can not apply for more than one Event Marketing Grant per Pocahontas County CVB fiscal year.
9. The final Event Marketing Grant Summary Report is due to the Pocahontas County CVB within 60 days of the conclusion of the event. The Event Marketing Grant Summary Report must be accompanied by copies of all paid invoices and advertising tear sheets, screenshots, and samples of all collateral materials such as brochures, flyers, posters, etc. that demonstrate proper use of the Pocahontas

County CVB logo, phone number, and website URL. Failure to submit an Event Marketing Grant Summary Report will prohibit applicants from applying for future Event Marketing Grants.

10. Any funds provided through an event grant that are not utilized or improperly utilized must be reimbursed to the Pocahontas County CVB within 60 days of the conclusion of the event. Failure to comply may affect future requests.
11. At least 85% of grant funding must be spent on media buys beyond a 50-mile radius from the event location/Pocahontas County.
12. The Pocahontas County CVB will mail event brochures to all West Virginia Welcome Centers, elect regional Pocahontas County CVB offices, and all Pocahontas County CVB satellite visitor centers for a fee of \$35. This fee will be automatically deducted from the approved grant funding amount, if the event chooses to opt in for this service.
13. A maximum of 15% of the granted funding may be used for promotional/memorabilia giveaways, not to be sold. Items may include, but are not limited to, t-shirts, mugs, keychains, etc. To ensure proper use of the Pocahontas County CVB logo, the following requirements must be met:
  - a. Approval of logo on promotional items are at the discretion of the Event Marketing Grant Committee.
  - b. Promotional items paid for through this grant funding must be approved by the Event Marketing Grant Committee prior to production.
  - c. Pocahontas County CVB logo brand standards must be followed.

Amended July 2023