



## **Pocahontas County Convention & Visitors Bureau Sponsorship Policy**

Sponsorship funding support is now available from the Pocahontas County Convention & Visitors Bureau (CVB) for individuals and teams engaged in recreation sports such as skiing, snowboarding, mountain biking, and other competitions that offer a brand awareness opportunity for Pocahontas County as a destination on a regional, state, national or international level. To receive sponsorship funding from the Pocahontas County CVB, the outlined policies below must be followed:

- Sponsorship funds are based on available budget and the discretion of the Pocahontas County CVB Board of Directors.
- Applications will be accepted on a bi-annual basis in November and May of each year. Applications must be submitted by the 1<sup>st</sup> of each month to be considered by the Pocahontas County CVB Board of Directors.
- There is no maximum contribution limit, however, the Pocahontas County CVB Board of Directors will consider factors such as impact of building Nature's Mountain Playground brand awareness, annual CVB budget, revenue projections, applicant need, and if the applicant applied previously for sponsorship funding and was able to meet the obligations set forth by Pocahontas County CVB sponsorship funding expectations.
- Individuals and teams may request sponsorship for one event or specific event series. Should the sponsored individual or team move on to national events, a second request for sponsorship may be considered by the Pocahontas County CVB Board of Directors.
- Obligations of the sponsored team or individual:
  - Promote Nature's Mountain Playground in press releases, interviews, and other public relations efforts
  - Wear branded apparel provided by the Pocahontas County CVB in photo and/or press opportunities, and during the competition as much as possible
  - Place logo stickers or patches on bikes, helmets, boards, jackets, etc. for Nature's Mountain Playground brand visibility and exposure
  - When posting on social media, please tag the respective Pocahontas County CVB social handles
    - Facebook: @PCCVB
    - Instagram: @PocahontasCountyWV
    - TikTok: @PocahontasCountyWVA
    - Twitter/X: @VisitPocahontas



- Proof of meeting these obligations is required to be sent to the Pocahontas County CVB and is the responsibility of the sponsored team or individual within a timely manner following competition(s).
- Applicants must be full-time residents of Pocahontas County. Proof of residency may be required.
- A Pocahontas County CVB request form for sponsorship funding must be received by the Pocahontas County CVB no later than two weeks prior to a regular board meeting for consideration.
  - Applicants can send their applications via email, mail, or drop off:
    - Email: Chelsea Faulknier, [cfaulknier@pocahontascountywv.com](mailto:cfaulknier@pocahontascountywv.com)
    - Mail: PCCVB, PO Box 275, Marlinton, WV 24954
    - Deliver: Pocahontas County Visitors Center, 301 8<sup>th</sup> Street, Marlinton
- Applicants must attend the regular board meeting to make their formal request.
- The Pocahontas County CVB Board of Directors reserves the right to reject any proposals.
- The approved sponsorship funding may be distributed to the applicant upon approval within the designated fiscal budget year.
- Should the sponsored individual or team receive sponsorship funding, but is unable to compete for any reason, sponsorship funding must be returned to the Pocahontas County CVB within 30 days of receiving the funds.

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