



Pocahontas County Convention and 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, 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. The CVB Board of Directors will consider factors such as organization's history of event grant use and compliance with policy, CVB budget and revenue projections.
3. The Pocahontas County CVB logo, phone number 304-799-3646, and website address should be present on all print advertising material of the approved event and digital advertising linked pages include the CVB telephone number, logo and website.
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, via conference call or zoom. 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. The approved grant may be distributed to the applicant upon approval, within the designated fiscal budget year.
7. 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.
8. 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.



9. At least 85% of grant funding must go towards advertising in media outlets located beyond a 50 -mile radius from the event location.
10. The PCCVB will mail event brochures to WV Welcome Centers and select regional CVB offices for a fee of \$50. This fee will be automatically deducted from the approved grant amount, if the event chooses to apply this optional service.
11. The PCCVB does maintain an event web listing for each awarded event and will add the awarded event to the West Virginia Department of Tourism event listings.
12. 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 Office/Special Projects/Grant Manager prior to production in order to qualify. Logo size standards and logo placement requirements apply (see logo requirements). Logo can't be changed.

Last amended 3.15.23