



POCAHONTAS COUNTY CONVENTION & VISITORS BUREAU
Event Marketing Grant Application

Recipients of PCCVB grants must agree to all terms outlined in the written grant policies.

SECTION I: *Applicant Information*

Business/Organization: _____

Contact Person: _____

Address: _____

Telephone: _____

Email: _____

Website: _____

Social Media: _____

SECTION II: *Event Information*

Event Name: _____

Event Date(s): _____

Please provide detailed description of event:



How will this event benefit tourism and how is it expected to contribute to overnight stays?

Estimated total attendance (*including residents and visitors*): _____

SECTION III: Budget

Total estimated event budget: _____

PCCVB Event Marketing Grant Request: _____

Would you like the PCCVB to mail your events brochures/rack cards to the WV State Visitor Centers?

() Yes () No

Have you or do you plan to request additional funds from another county organization for this event?

() Yes () No

If yes, please provide more information about the request(s) below:

Organization Awarding Funds Amount Received/Requested (\$)

- 1.
- 2.
- 3.

Have you request grant funding from the PCCVB before?

() Yes () No

SECTION IV: Insurance Information



Do you or does your event carry liability insurance coverage for this event? _____

**Please provide a copy of the insurance certificate with this application.*

Name of Insurance Agent: _____

Name of Insurance Company: _____

Insurance Agent Telephone Number: _____

SECTION V: Agreement

The contact person or representative must present the request in person at the PCCVB Event Marketing Grant Committee meeting (date/time will be provided) for the first two years of this grant request. The Event Marketing Grant Committee meets quarterly in January, April, July and October. Please contact the event grants coordinator, Linda Adams, ladams@pocahontascountywv.com, if you have any questions.

This application must be completed and returned to the PCCVB Event Marketing Grant Coordinator at least two weeks prior to the quarterly meeting. The PCCVB reserves the right to reject all grant funding requests. The recipient must provide the PCCVB with the Summary Report and final breakdown of how the grant funds were expended within 60 days of the conclusion of the event.

Any funds distributed to the grant recipient in advance that were unused or misused must be repaid to the PCCVB within 60 days of the conclusion of the event. The PCCVB reserves the right to pursue all available avenues pursuant of West Virginia state laws to recover these funds.

The event/grant contact person agrees to make the PCCVB a Facebook Event co-host. The PCCVB will assist you in creating a Facebook event, if needed.

The undersigned agrees to these stated conditions and the written event marketing grant policy.

Signature of Contact Person: _____

Date: _____

Application last amended 03.15.2023



EVENT MARKETING GRANT REQUEST: MEDIA BREAKDOWN

85% of funds must reach audiences beyond 50 miles of event location

EXAMPLE				
Name of Publication	Target Audience	Issue Date	Number & Ad Specs	Cost
Charleston Gazette	Charleston/Metro Valley	Sunday edition, August 23 & 30	2 ads; 3Col X 4"	\$500.00



EVENT CALENDAR LISTING FORM

Required at the time of grant application.

The PCCVB will list your event on our web calendar at PocahontasCountyWV.com and the West Virginia Department of Tourism’s statewide event calendar.

Print Publications				
Name of Publication	Target Audience	Issue Date	Number/Size of ads	Cost
Name of Station	Target Market	Quantity	Specifications	Cost
Printing Expenses				
Description	Target Market Distribution Plan	Quantity	Size/specifications	Cost
Digital/Social Marketing				
Description	Target Market	Schedule	Specifications	Cost
*Must be giveaways Promotional Items *no more than 15% of this grant budget				
Description	Logo placement/size	# of giveaway items	Date artwork approved by CVB	Cost
		CVB Event Brochure Distribution Option	\$50 postage fee for this optional Service	\$
			TOTAL COST of Grant Funds requested	\$



Title of Event: _____

Stat Date/Time: _____

End Date/Time: _____

Event Location & Physical Address: _____

Directions to Event:

Event description for website:

If an annual event, tentative event dates for next year: _____

*Please attach these files to your application, or email them to Jake Hyer at jhyer@pocahontascountywv.com: photos, videos, schedule of events, vendor forms, etc.

| Pocahontas County CVB | 301 8th Street Marlinton, WV 24954 | 304.799.4636 |

PCCVB Event Marketing Grant Advertising + Promotional Opportunities



Eligible organizations may receive funding for event advertising and promotion covering up to 100% of their advertising budget:

- Up to **\$3,000** for single-day events
- Up to **\$5,000** for multi-day events

The Pocahontas County CVB offers support with media planning, advertising resources, and one-on-one strategy sessions to help you promote your event.

Print Advertising

Regional Newspapers

Charleston Gazette

Lisa Skeens – lisa.skeens@hdmediallc.com

The Pocahontas Times/Compass

Sunny Given – shgiven@pocahontastimes.com

The Recorder (Highland & Bath Counties, VA)

Jessica Roger – recorderjessie@gmail.com

The Inter-Mountain (Elkins)

The Dominion Post (Morgantown/North Central WV)

The Parkersburg News and Sentinel

Roanoke Times

Magazines & Niche Publications

Highland Outdoors (Mid-Atlantic)

Dylan Jones – dylan@highland-outdoors.com

Blue Ridge Outdoors (Mid-Atlantic/Southeast)

Katie Hartwell – katie@blueridgeoutdoors.com

WV Living

Bryson Taylor – bryson@newsouthmediainc.com

Radio Advertising

WV MetroNews

WVMR/AMR

Radio Greenbrier

NPR WV Public Broadcasting

Graphic Design Resources

Crick Hollow Graphics

Sunny Given –

shgiven@pocahontastimes.com

Kinsey B. Photography

Makinsey Poeppel –

kinsey.llc@gmail.com

[Canva \(Free Tool\)](https://www.canva.com)

Printing Resources

Nicholas Printing (Summersville, WV)

VistaPrint

Canva Print Services

Digital Advertising

Google Display Network / YouTube Ads

Location/interest-based ad targeting.

Sponsored eNewsletters

Blue Ridge Outdoors

WV Living

Web Ads

WV Explorer

WV MetroNews

Blue Ridge Outdoors

WV Living

Charleston Gazette

Sponsored Blog Posts

WV Living

Blue Ridge Outdoors

Social Advertising

Facebook/Instagram Paid Ad Campaigns

Targeted by region, interests, and demographics to drive traffic to event pages and ticketing platforms.

Contact PCCVB for setup support.

Boosted Social Media Content

Featured content on PCCVB social channels.

Contact PCCVB to discuss collaboration opportunities.

Influencer Partnerships

Contact PCCVB for support and coordination.

Contact for more information

Makinsey Poeppel

mpoeppel@pocahontascountywv.com

Event Collateral + Giveaways

Branded Promotional Items

(e.g. T-shirts, stickers, mugs - **max 15%** of grant funding)

Event Signage

(e.g. wayfinding signs, banners, photo ops/backdrops)

All event collateral and giveaway items must include PCCVB logo and be approved prior to production by Linda Adams, PCCVB Office + Special Projects Manager, ladams@pocahontascountywv.com



Photo/Video Promotion

Professional photography and videography for future marketing/branding use must be coordinated with the PCCVB.

Contact PCCVB for details and approvals.

WV Tourism Support

WV Tourism Co-op Advertising Program

The Cooperative Advertising Program is a **dollar-for-dollar match** marketing opportunity that promotes both the West Virginia tourism brand and participating partners through national, regional, and local advertising.

Free Event & Business Listings

Add your event or tourism business to the WV Tourism Event Calendar:
WVtourism.com/events

PCCVB Event Marketing Grant Application Deadlines

We ask all first-time applicants to attend the scheduled PCCVB Grant Committee meeting to present their event and funding request. The PCCVB Office & Special Projects Manager will contact you to coordinate meeting details.

All applications are reviewed by the PCCVB Grant Committee, with final funding decisions approved by the PCCVB Board of Directors. Following the board meeting, the Office & Special Projects Manager will notify applicants regarding funding outcomes.

Applications Due:

December 25

March 25

June 25

September 25

Event Grant Committee Meetings:

First week of January

(Note: no regular Board meeting in December)

First week of April

First week of July

First week of October

Reminders

Find the PCCVB Event Marketing Grant Policy, Brand Guidelines, and Summary Report Form at: PocahontasCountyWV.com/partners

The Event Marketing Grant Summary Report is due within 60 days following the conclusion of your event.



Pocahontas County CVB
301 8th Street, Marlinton, WV
304-799-4636
PocahontasCountyWV.com