Nature's MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

Pocahontas County Convention & Visitors Bureau
Event & Festival Sponsorship Request

SUMMARY REPORT

This form must be filled out and returned within sixty [60] days after the conclusion of the Event or Festival for which sponsorship funds were provided.

SECTION I: SPONSORSHIP INVESTMENT

Event Sponsored: _____

Date of Sponsorship: _____

Business / Organization: _____

Contact Person: _____

Total PCCVB Sponsorship Awarded: $_____

Total Event/Festival Budget: $_____

Total Sponsorships/Contributions from All Sources: $_____

Do you feel this sponsorship was a success? Please explain below:

Please provide details below on how PCCVB Sponsorship funds were utilized:

Event Programming:

Workshops, demonstrations, educational sessions: $_____

Guided or experiential programming: $_____

Visitor Experience Enhancements:

Accessibility enhancements: $_____

Wayfinding, signage and/or visitor information: $_____

Swag/giveaway items (not intended for resale): $_____

Event Amenities:

Seating/Tables: $_____

Tents: $_____

Other Temporary Amenity Improvements: $_____

Entertainment:

Staging: $_____

Equipment: $_____

Cultural Programming/Specialty Performances: $_____

Music or Live Entertainment: $_____

Other:
(Please list any additional expenses where PCCVB Sponsorship funding was used)

SECTION II: EVENT ATTENDANCE & VISITOR REACH

Estimated Total Attendance: _____

How did you arrive at this figure?

Estimated attendance from 50+ miles outside of Pocahontas County: _____

Do you receive information indicating that attendees, participants, vendors or performers stayed overnight in Pocahontas County because of this event?

☐ Yes
☐ No
☐ Unknown

If yes:

Estimated number of lodging rooms generated: _____

How was this information determined:

Please list any lodging properties that were impacted because of this event:

SECTION III: VISITOR & ECONOMIC IMPACT
If known or estimated:

Did visitors report spending money at local businesses during the event? _____

How many local businesses participated or benefited from event? _____

How many vendors participated in the event? _____

How many visitors were from outside of Pocahontas County? _____

Did the event generate economic impact for local tourism-related businesses? _____

Please share any notable feedback or examples that demonstrate the economic impact on local businesses:

SECTION IV: MARKETING & PROMOTION

How was the event promoted that featured PCCVB Sponsorship recognition:

(Please provide available advertising invoices, tear sheets, screenshots, or other documentation)

- ☐ Social Media
- ☐ Digital Advertising
- ☐ Newspaper/Print Advertising
- ☐ Radio
- ☐ TV
- ☐ Email Marketing
- ☐ Website
- ☐ Posters/Flyers/Printed Promotional Materials
- ☐ Public Relations/Media Coverage
- ☐ Other

SECTION V: VISITOR EXPERIENCE

Please describe event experience enhancements and how they benefitted attendees:

Overall, how would you rate the success of this event or festival?

What contributed most to the success of the event?

What challenges did you experience and what would you change for future events?

What, if anything, would you do differently with PCCVB Sponsorship funding in the future?

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Overall, how did PCCVB Sponsorship funding support the success of your event?

☐ Increased awareness of event

☐ Increased visitation/attendance

☐ Improved visitor experience

☐ Provided additional programming and/or activities

☐ Other *(please list below)*:

Do you plan to repeat this event in the future? _____

Anticipated next event date: _____

Were there any unused grant funds to be returned to the Pocahontas County Convention & Visitors Bureau?

Yes_____ No_____

If yes, what is the amount? _____

If any grant funds were unused, please enclose a check for the balance, payable to the Pocahontas County Convention & Visitors Bureau.

Signature: _____

Date: _____

Please mail to: Pocahontas County Convention & Visitors Bureau
P.O. Box 275
Marlinton, West Virginia, 24954
Phone: 304-799-4636
Or Email: Chelsea Faulknier
cfaulknier@pocahontascountywv.com

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