Nature's MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV

Pocahontas County CVB Event & Festival Sponsorship

The Pocahontas County CVB (PCCVB) provides sponsorship funding for annual, recurring and one-time events taking place in Pocahontas County, or events that demonstrate a significant tourism benefit to the destination. The program is intended to provide financial support that strengthen partnerships with events and festivals that generate visitation, encourage overnight stays, support local tourism-related businesses, increase destination awareness and visibility, enhance the visitor experience and align with PCCVB strategic priorities and existing tourism initiatives.

Eligibility & Requirements

- To be considered for sponsorship funding, events and festivals must take place in Pocahontas County or demonstrate a significant tourism benefit to the destination.
- Must be open to visitors and non-residents, in addition to residents.
- Must demonstrate potential to attract visitors from outside the county, including visitors traveling 50-miles or more.
- Applicants must provide a reasonable event plan and budget, a Certificate of Liability Insurance, and a clear explanation of how requested PCCVB funds will support the event.
- Applicants must also comply with all applicable laws, permits and regulations, and remain in good standing with the PCCVB.
- Events must comply with all applicable federal, state and local laws and regulations, and events may not discriminate on the basis of race, color, sex, religion, national origin, disability or other protected status.
- Returning applicants must have completed all required PCCVB Event & Festival Sponsorship Summary Reports within 60 days following their previously sponsored event or festival.
- Completion of the required Summary Report is a condition of eligibility for future funding.
- Sponsorship funding is subject to available PCCVB budget resources and the discretion of the PCCVB Board of Directors.
- The PCCVB Board of Directors reserves the right to approve, deny, modify or condition a requested based on the event's tourism purpose and anticipated destination benefit, alignment with PCCVB strategic priorities, applicant compliance and previous sponsorship performance, as well as other relevant factors.
- Previous receipt of sponsorship funding does not guarantee future funding.

Application Evaluation

- Applications will be evaluated based on the anticipated tourism and destination benefit of the event or festival, including:
    - Visitation and Overnight Stay Potential: Expected attendance, out-of-county visitation, potential to attract new and/or repeat visitors, lodging demand, event duration and timing.

- Economic Impact: Anticipated benefit to lodging, restaurants, retail shops, outfitters, attractions and other tourism-related businesses.
- Destination and Brand Value: Alignment with Pocahontas County tourism brand, connection to destination assets and attractions, earned media and opportunities for regional, state or national exposure.
- Strategic Alignment: Potential to strengthen shoulder-season visitation, support PCCVB strategic priorities, complement existing tourism initiatives and contribute to long-term event or festival growth.

Sponsorship Levels

- Applications may request funding based on the type and scope of the event or festival:
  - Tier 1 – Annual/Recurring Events & Festivals: Up to $7,000
  - Tier 2 – One-Time/Specialty Events & Festivals: Up to $10,000
  - Tier 3 – Regional/National Events & Festivals: Up to $30,000
- The PCCVB Board of Directors reserves the right to approve and amount less than the amount requested.

Sponsorship Requirements & Recipient Responsibilities

- Sponsorship funds may be used for the purposes approved by the PCCVB Board of Directors in the application and/or sponsorship agreement and may not be transferred to another event or organization without prior approval.
- Recipients must notify the PCCVB of significant changes to the event, including changes to the date, location, format or scope, and must notify the PCCVB if an event is cancelled or postponed.
- Depending on the sponsorship level and nature of the event, recipients may be required to provide sponsorship recognition and promotional opportunities such as:
  - PCCVB logo placement
  - Website links
  - Social media mentions or tags
  - Recognition in event communications and programming
  - Inclusion in printed materials
  - Other mutually agreed-upon benefits
- Specific sponsorship benefits will be determined by the PCCVB and applicant based on the amount awarded and nature of the event.
- The PCCVB may modify, suspend or withdraw approved funding if circumstances materially change or the event no longer meets the requirements or purpose of the sponsorship program.
- Unused or unspent funds are required to be returned to the PCCVB within 60 days following the conclusion of the event.
- Recipients must submit a completed PCCVB Event & Festival Sponsorship Summary Report within 60 days following the conclusion of the event. Failure to submit required documentation may result in the applicant being considered out of compliance and may affect eligibility for future funding.

Application & Review Requirements

- Applications are reviewed by the PCCVB Grant Committee and Board of Directors on a quarterly basis in April, July, October and January. Completed applications must be submitted by March 25, June 25, September 25, or December 25 to be considered during the applicable quarterly review cycle.
- First-time applicants must attend a scheduled PCCVB Grant Committee meeting, coordinated with PCCVB staff, to formally present their sponsorship request and answer questions regarding the event or festival.
- Applications may be submitted by:
    - Email: cfaulknier@pocahontascountywv.com
    - Mail: PCCVB, PO Box 275, Marlinton, WV 24954
    - In Person: PCCVB, 301 8th Street, Marlinton, WV 24954

Amended September 2026