



SWEETWATER COUNTY TRAVEL & TOURISM BOARD

SPONSORSHIP APPLICATION

Events that draw substantial out-of-county overnight visitors to Sweetwater County without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity, or events that have other sources of advertising funding) may qualify for a sponsorship grant.

Sponsorship Application Check List of Required Items:

The following items to be included with the application form:

- Project Narrative
- Summary of Promotional Items
- Detailed Marketing Plan
- Detailed Budget or Spending Plan

Applicant Information

Organization Name: _____
 Mailing Address: _____
 City/State/ZIP: _____
 Phone: _____
 Email: _____

Type of Organization:
 WY non-profit 501c3 tax id #
 WY non-profit (not 501c3) Code section of exemption: _____
 Government Entity

Event Information

Event Name: _____
 Type of Event: _____
 Primary Contact: _____
 Location of Event: _____
 Date(s) of Event: _____
 Projected Attendance: _____
 Do you require membership in your organization for individuals to participate? Yes No

Est. # of out-of-county participants staying overnight: _____
 Arrival Date: _____ Departure Date: _____
 Total est. # of room nights generated by this project: _____
 (Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).
 Will this be an annual event in Sweetwater County? Yes No
 Has the event been in Sweetwater County before? Yes No
 If yes, how many out-of-county participants came last year? _____

Sponsorship Information

Sponsorship Requested: \$ _____
 Total Event Budget: \$ _____
 Has the T&T funded this project in the past? Yes No
 If yes, number of times: _____
 Total funding received from T&T to date: \$ _____
 How will the event proceed if not funded by the T&T? _____

Mark all sponsorship benefits available to T&T:
 T&T banner at event site (required; provided by T&T)
 T&T logo on awards (required; stickers provided if needed)
 T&T logo on posters, registration forms, programs, letterhead or all that are applicable to this event (required), link to our website on all electronic materials/registration
 T&T logo on t-shirts provided to the participants (required)
 2 event tickets for T&T (required)
 Complimentary advertising space in program:
 Size of ad: _____ Inches X _____ Inches
 Color Black & White
 Public address announcements for T&T
 Other: _____

How will you promote out-of-county attendance/participation? _____

Total budgeted for out-of-county promotion: \$ _____

How will you promote in-county attendance/participation? _____

Total budgeted for in-county promotion: \$ _____

Signature: _____

Date: _____

Sponsorship Grant funds will be used for:
 Event Stationary Speakers/Presenters at Event
 Event Registration Forms Rental Equipment for Event
 Entertainment at Event Event Space Rental
 Event Officials/Judges Free Event Programs
 Event Awards (given away) On-site Event Brochures
 Event T-Shirts On-site Event Posters
 Postage (out of county mailings) Refreshments/Food at Event

Note: Payment reimbursement is based on approved items from the check list above

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is **20 Business days** prior to Grant Hearing.

For Completion by T&T Staff

Estimated Total Economic Impact: \$ _____

Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.