



2024

208 Plaza Drive, Clearfield, PA 16830, www.visitclearfieldcounty.org, (814) 765-5734 fax: 814-765-4130

Sponsorship Application

2024

Visit Clearfield County is dedicated to enhancing the local economy by increasing tourism throughout our county. Tourism creates jobs and stimulates the economy with imported dollars. For every 147 room nights one job is created. Visit Clearfield County is prepared to offer Sponsorship Funding to qualifying candidates for the 2023 fiscal year. This is a competitive program and is not guaranteed to any or all applicants. The perfect applicant for this funding would be to host an event that spans over several days and would have potential to generate overnight stays. Events that would be continuing and offer more than a one-time experience for visitors will be given extra attention. This funding is intended to be used for the purpose of supporting the mission of Visit Clearfield County. Proper documentation must be provided before funds will be issued to awardees.

The intention of this funding source is for Visit Clearfield County to be the primary sponsor of the proposed event. This includes all marketing for the proposed event. **The approved Visit Clearfield County logo and contact information must be listed and/or mentioned throughout all marketing platforms as the primary sponsor.** Proof of logo/website usage is required. The following list are examples of expenses that are not eligible for Visit Clearfield County Sponsorship funding:

- Depreciation of Goods
- Payroll Expenses
- Personal items to be resold
- Anything that isn't deemed for marketing purposes

Limit of Funding: Applicant may apply for up to \$25,000.

Schedule for Application -

September 18, 2023: Sponsorship Application opens.

November 30, 2023: Sponsorship application deadline

January 10, 2024: Sponsorship awarded

This application is part one of a four-part process.

1. Completion of application
2. Director will review all applications and forward qualifying sponsorships onto the Board of Directors.
3. Qualifying applicants might receive an invitation to present program to Visit Clearfield County Board of Directors for financial consideration.
4. Signed contract and grant check list has been received

Members of the Visit Clearfield County Board of Director's and their business(es) are not eligible to receive funding.

Revised 8/2023

Requirements: You must submit a complete list with the dates and times of all attractions and/or activities included in the overall event.

A written breakdown of the specific marketing and promotion tools to be utilized by the Event Holder which promote Visit Clearfield County, including examples of all printed materials, social media marketing, program advertisements, transcript of all proposed verbal advertisements naming and/or referencing Visit Clearfield County, and the names of and current photos of all actors and/or other individuals to be utilized in all visual marketing and/or promotional advertisements naming and/or referencing Visit Clearfield County.

Proposed final budget for all marketing and/or promotional costs expected to be incurred in undertaking the event, including a separateline item for all marketing tools identifying Sponsor.

Documentary proof, deemed adequate by Visit Clearfield County Executive Director, that the Event Holder has provided all required matching grant and/or investment capital necessary to fund said Event; and proof of adequate liability insurance coverage to be maintained and which provides liability coverage relative to all foreseeable risks for the benefit of the Event Holder, the Sponsor, participants in and/or spectators of event.

Prior Approval of Content by Sponsor:

All marketing and advertising content created and/or produced by the Event Holder, or anyone on its behalf, where any reference is made to Visit Clearfield County, must be approved by Visit Clearfield County Executive Director. Event Holder may utilize the following marketing efforts, when reference is being made to Visit Clearfield County, this includes use of VCC's name and logo and referring to VCC website, office address and phone number. Without preapproval of all marketing materials, you will be required to return funds. No exceptions will be made.

A closeout report is required and must be submitted within 60 days of your event. If funds are not used in compliance with contract specifications, you will be required to return funds.



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Typed applications using the following format are accepted.

Company/Organization _____ Name of Event _____

Address of Applicant _____

Address of Project _____

Contact Person _____ Telephone _____

Email Address _____ Today's Date _____

Short description of your project _____

Requested _____ (Maximum amount \$25,000) Total Project Cost _____

Have you received a Sponsorship in the past? Yes No Was Sponsorship for same project? Yes No

If yes, when & amount: _____

Please complete all sections:

I. Sponsorship Description

Attach a typed clear and concise statement of the event for which funding is being requested. Include all information about further work and funding that will support the completed plan. Include all details of the event with hours of operation, entertainment, venue, partnering organizations. Explain how the completed event will enhance the Clearfield County tourism product.

II. Marketing

Attach a typed **brief narrative** [one to three paragraphs only] detailing your overall marketing strategy and sustainable business plan. The purpose of this narrative is to provide the Review Panel with your rationale on where – and to whom - you will be marketing to attract overnight guests and to prove success of the project. **Incomplete Marketing/Business Plans may result in a rejected grant application.** You must include information on how this project will generate overnight stays in Clearfield County and how you will evaluate or quantify these overnight stays.



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III. Budget

Attach a typed operational budget for this project. This budget should show the financial security of the project, the supporting funding for the project and a breakdown of the expenses. Show a detail of in-kind services such as volunteer services, donated products/services, etc. **This budget should show the applicants' efforts in sustaining the project long-term.**

IV. Work Plan/Time Frame

Provide a time frame of how the funds will be used in timely manner. Including but not limited to: Landowner permission or acquisition, municipality permission, permits, entertainment costs, venue enhancement costs. Show a projected budget for the application project and how the Sponsorship Funding will be used towards your project.

V. Acknowledgement

Awardees shall publicly acknowledge the Clearfield County Recreation and Tourism Authority/Tourism Promotion Grant support through all reasonable vehicles as a stipulation of receiving such awards. Example: **Example: The approved Visit Clearfield County logo must be displayed on a brochure or on any advertising vehicles such as: billboards, newspaper, poster, etc...radio ads must say that they are sponsored by VCC. Preapproval must be obtained. If not in compliance with contract funds will need to be paid back to Visit Clearfield County.**

VI. Closeout Report

You must submit a copy of invoices from bona fide tradespeople (cannot be your own company submitting labor costs). The applicant must submit documentation for the total and final cost of the project. **All work must be completed, and receipts must be returned in 60 days after your event (Late close out reports will not be accepted, and funds must be returned).**

Certification Personal Guarantee of Completion and Payments

*I hereby certify that the information submitted with this application is true and correct and agree that all funds and project material will be complete or agree I am financially responsible and accountable to return all unused funds and/or funds used if project is not completed. Return completed signed application to Visit Clearfield County.

Print Name / Title

Date

Date received

Received by