



# Carbon County Visitors' Council Sponsorship Grant Application, Guidelines, & Instructions

## **CCVC Mission:**

- The Carbon County Visitors' Council's Mission is to promote events, tourism, and the hospitality industry in Carbon County.

## **CCVC Grant Process Goal:**

- The goal of the CCVC Grant Process is to assist Carbon County organizations with events designed to generate travel and tourism within our county.

## **CCVC Sponsorship Grant Definition:**

- A Sponsorship Grant is designed to assist Carbon County organizations with events that draw substantial out-of-county overnight visitors to Carbon County without the need to advertise. *Events such as conventions, conferences, culminating events, member events, events at registration capacity, or events that have other sources of advertising funding may qualify.*

**Eligibility:** Sponsorship Grants are available to Carbon County tourism partners that are certified non-profit or governmental organizations: 501(c)3 or 501(c)6. Proof of non-profit status must be supplied with the completed grant application. Sectarian groups and religious institutions are not eligible.

## **Grant award decisions are based upon:**

- Number of visitors/attendees inside and outside Carbon County.
- Number of overnight stays generated.
- Estimated economic impact on the area as a whole.
- Opportunity to maintain and grow visitation on an annual basis.
- Effect on the local lodging tax of the event in past years (if an annual, recurring event).

## **Grant Funding:**

- Reimbursement of up to Four Thousand Dollars (\$4,000.00) based on expected (new event) and/or proven (repeat event) attendance.

<b>Attendees</b>	<b>Award will be UP TO:</b>
1 - 100	\$1,000.00
101 - 250	\$2,000.00
251 - 400	\$3,000.00
401 & Above	\$4,000.00

The Sponsorship Grant funds can be used for the following event expenses:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Event Stationary</li> <li>• Event registration forms</li> <li>• Event Officials/Judges</li> <li>• Event Awards (given away)</li> <li>• Event Space Rental</li> <li>• Event T-shirts</li> </ul> | <ul style="list-style-type: none"> <li>• Free Event Programs</li> <li>• On-site Event Brochures</li> <li>• On-site Event Posters</li> <li>• Rental Equipment</li> <li>• Speakers/Presenters at the Event</li> </ul> |
|---|---|

The CCVC Board **will not** provide Sponsorship Grant funds for the following:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Alcoholic Beverages</li> <li>• Cash Prizes</li> </ul> | <ul style="list-style-type: none"> <li>• Entertainment at Event</li> <li>• Items sold for profit at event</li> <li>• Postage</li> </ul> |
|---|---|



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### **Required Recognition:**

The Board requires specific recognition for its financial participation. Please note: the Office CCVC Logo file(s) may be obtained from the CCVC Office (307-324-3020 or via email [marketing@wyomingcarboncounty.com](mailto:marketing@wyomingcarboncounty.com))

- **Audible identification (radio):** "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **Broadcast at event:** "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **Television and Internet:** Logo and/or audible identification "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **ALL Print Media:** brochures, posters, promotional flyers, registration forms, magazine and newspaper advertising – Logo and "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **CCVC Banner at the event site** (provided by CCVC).
- **Logo on tee-shirts**, if sponsors are recognized in this way.
- **Awards:** Logo and written identification (if space) "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **Any other considerations/benefits** the organization provides investors or sponsors at the same level of investment.
- **When a grant application is approved**, the CCVC is considered an official sponsor of your event. Recognition **MUST** be in **ALL** event advertising and marketing efforts.

### **Important Key Items:**

1. Application form must be completed in its entirety and include all required attachments.
2. Applications may be submitted no more than 245 days (8 months) prior to the event and prior to on the third (3<sup>rd</sup>) Monday of April, August and December.
3. CCVC Grant funding is a reimbursement of dollars spent. Proof of Payment is required.
4. Proposed event item layouts, samples and/or scripts must be provided with the application.
5. Failure to recognize the Carbon County Visitors' Council as a sponsor will result in the cancellation of all awarded grant funding.

**Application Instructions:** The original copy of the completed grant application and all attachments should be provided to the Carbon County Visitors' Council. The applications should be compiled in the following order:

1. Completed application on page 5.
2. Completed Sponsorship Grant Request Worksheet on page 6.
3. A Priority list:
  - a. Clearly state the items that have priority in case full funding is not approved and/or not available.
4. The initialed and signed copy of page 4 as indicated.

Applications will only be accepted if postmarked, hand delivered and/or electronic date/time stamped on or before the first (1<sup>st</sup>) Friday of each month.

All applications must be completed on the official CCVC Sponsorship Grant application form, dated and signed. All applications must include all supporting documentation as detailed above and must be mailed, hand-delivered and/or emailed to the Carbon County Visitors' Council business office.



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***\*Incomplete applications will not be accepted and will be returned\****

**Mailing address:**

Carbon County Visitors' Council  
P.O. Box 1017  
Rawlins, WY 82301

**Or hand delivered to:**

105 E Cedar St  
Rawlins, WY 82301

**Or Emailed to:**

[marketing@wyomingcarboncounty.com](mailto:marketing@wyomingcarboncounty.com)

**Grant Application Timeline:** Applicants will be notified, in writing, within ten (10) business days of the Board's decision. If approved, grantee will receive:

**Letter of Approval;**

**Official Claim Form;**

**Grant Acceptance Agreement** (*The Grant Acceptance Agreement must be signed and returned to the CCVC Business Office, PO Box 1017, Rawlins WY 82301 within ten (10) business days prior to your event, or the grant may become null and void.*)

**Reimbursement:**

1. Grant recipients must maintain all receipts/invoices and collect cancelled or certified copies of checks of expenses related to the grant.
2. Copies of contracts or other documentation may be requested in exceptional circumstances.
3. Applicants have one hundred and twenty (120) days following the event to file their Official Claim Form. Grant funding commitments become null and void one hundred-twenty (120) days from the end date of event.
4. Any rental space, product, brochure, speaker, or any other item contracted prior to approval of the grant does not qualify for grant funds.
5. Items not submitted for reimbursement within the specified time period become the **sole** responsibility of applicant.
6. Incurred expenses are the responsibility of the sponsoring organizations. Only paid and approved expenses will be reimbursed by the CCVC.
7. Any organization that is approved for event funds, runs advertising for said event, and cancels the event prior to its scheduled date, will be solely responsible for the cost of all ads for that cancelled event.

**Request for payment must include:**

1. Sponsorship Grant Final Report (online @ [wyomingcarboncounty.com](http://wyomingcarboncounty.com) under resources):
  - a. A brief description/overview of the event.
2. Sponsorship Feedback Form (online @ [wyomingcarboncounty.com](http://wyomingcarboncounty.com) under resources).
3. Attendance tracking compilation (online @ [wyomingcarboncounty.com](http://wyomingcarboncounty.com) under resources).
4. Official Claim Form (provided by CCVC office):
  - a. An expenditure list with vendor name, purpose/reason for expenditure and amount.
5. Paid Invoices with cancelled checks (or certified copies), cash and/or credit card receipts:
  - a. Examples of all printed & promotional materials.
  - b. Speaker evaluation data from attendees.



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### **Verification of Understanding (read, initial & sign):**

Once a grant approval and Official Claim Form is issued the grant approval process is *final*. I understand that any changes to the approved grant must be submitted in writing and that any changes that do not meet this requirement will be disqualified and ineligible for reimbursement by the CCVC and will be considered the sole financial responsibility of the sponsoring organization.

Initial:

\_\_\_\_\_ I understand that **any changes to the approved grant must be submitted in writing** to the CCVC at PO Box 1017, Rawlins WY 82301, or via email to [marketing@wyomingcarboncounty.com](mailto:marketing@wyomingcarboncounty.com)

The Carbon County Visitors' Council reserves the right to terminate funding in the event of non-compliance or cancellation, and to amend grants, reject or void grants which are contrary to law or public policy and amend its policies as it relates to the approval process for future grants.

Check:

- I have read and understand this document and will comply with the process as set forth herein.
- I have read and initialed the *Important Note* above.
- I have authority to enter into contracts on behalf of the organization.

Name of Organization: \_\_\_\_\_

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_



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## Sponsorship Grant Application

Event Name \_\_\_\_\_ Date(s) \_\_\_\_\_ Location \_\_\_\_\_

Organization Name: \_\_\_\_\_

Main Program Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Estimated Number of Attendees: \_\_\_\_\_ Estimated number of Overnight Stays: \_\_\_\_\_

Are you a 501(c)3 or a 501(c)6 Organization? \_\_\_\_\_ EIN \_\_\_\_\_ (Attached W-9)

Are you a Governmental Organization? \_\_\_\_\_ EIN \_\_\_\_\_

Grant Funds Requested: \$ \_\_\_\_\_ (can be up to \$4000.00 total per event, based on attendance)

Has CCVC funded this event in the past? \_\_\_\_\_ If so, how many times? \_\_\_\_\_

Is attendance for your event membership based? \_\_\_\_\_ If no, who is your target audience? \_\_\_\_\_

How will you promote your event? \_\_\_\_\_

How much will you spend on advertising and promotion of this event? \$ \_\_\_\_\_

Grant funds will be used for (please check all that apply):

- |                          |                           |                          |                                  |
|--------------------------|---------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Event Awards (given away) | <input type="checkbox"/> | Free Event Programs              |
| <input type="checkbox"/> | Event Officials/Judges    | <input type="checkbox"/> | On-site Event Brochures          |
| <input type="checkbox"/> | Event Registration Forms  | <input type="checkbox"/> | On-site Event Posters            |
| <input type="checkbox"/> | Event Space Rental        | <input type="checkbox"/> | Rental Equipment                 |
| <input type="checkbox"/> | Event Stationary          | <input type="checkbox"/> | Speakers/Presenters at the Event |
| <input type="checkbox"/> | Event T-shirts            |                          |                                  |

**Note: Reimbursement payment is based on paid approved items from the check list above and Official Claim Form provided by CCVC. Read and Follow the Sponsorship Grant Guidelines and Instructions carefully. Submission deadlines are the first (1<sup>st</sup>) Friday of each month. \*INCOMPLETE APPLICATIONS WILL BE RETURNED\***

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**For Completion by CCVC Staff**

Estimated Total Economic Impact: \$ \_\_\_\_\_



## Carbon County Visitors' Council Sponsorship Grant Application, Guidelines, & Instructions

Please fill out the Grant Request Worksheet below:

<b>Sponsorship Grant Request Worksheet</b>			
<b>Grant Funding Request</b>	<b>Project Total</b>	<b>Grant Request</b>	<b>Grant Award</b>
<b>Event Print Items</b> <i>(stationary, registration forms, programs, brochures, posters)</i>			
<b>Total Print Items</b>			
<b>Event Location</b> <i>(equipment or space rental, speaker/presenter fees)</i>			
<b>Total Event Location Items</b>			
<b>Event Promotional Items</b> <i>(free awards, free t-shirts, other)</i>			
<b>Total Event Promotional Items</b>			
<b>Grand Total</b>			