

Marketing Sponsorship

The Tucker County Convention and Visitors Bureau (CVB) is offering the opportunity of financial assistance with marketing and advertising the county as a premier vacation, meeting and special event destination. The goal for this program is to enhance the tourism economy, increase overnight visitation, increase expenditures by visitors and assist in growing Tucker County a tourism destination.

We request that this form be filled out and returned to the Tucker County CVB office 30 days prior to the next CVB Board Meeting, to be held on the 2nd Wednesday of every month. The proposed funding request must promote out of county visitors, preferably outside of a 50 mile radius.

Allowable advertising expenses include but not limited to:

* Print – magazine, newspaper
* Internet – banner ad, email
* Broadcast – television, radio
* Printing Costs – brochures, postcards, rack card, flyer, maps
* Postage

The CVB requests their logo, website and contact information be displayed when suitable.

A follow up presentation will be required within 90 days of using the monies that were given to your organization.

Tucker County Convention and Visitors Bureau  
Po Box 565 Davis, WV 26260  
304-259-5315

Marketing Sponsorship Request Form

|  |
| --- |
| Applicant Organization: |
| Contact Person: |
| Address: |
| Phone: |
| Email: |
| Submission date: |
| Dates monies will be needed by: |

|  |
| --- |
| Amount you are requesting: |
| What will these monies be used for? If needed attach a separate detailed spread sheet. Please be as specific as possible. |
| Are you requesting funding for a MAPP partnership? Yes (\_\_) or No (\_\_)  If yes, please attach your media breakout and proper paperwork needed for the partnership. |
| Have you or do you plan to ask for funds from another county organization for this project?  Yes (\_\_) or No (\_\_)  If Yes, please provide the following information:  *Organization Awarding Funds / Usage / Amount Requested or Received*  1.)  2.)  3.)  4.)  5.) |

|  |
| --- |
| Have you previously requested sponsorship monies from the Tucker County CVB?  Yes (\_\_) or No (\_\_)  Yes, please provide when (date/year), amount and usage. |
| Please provide a short description of your organization and/or event. The dates of the event, when the monies will be used, attendance to event (if applicable), etc. Please provide how these monies will assist in growing Tucker County as a tourism destination. |

Summary Report  
To be submitted within 90 days of using the sponsorship monies.

|  |
| --- |
| Applicant Organization: |
| Contact Person: |
| Amount Awarded: |
| Dates of Usage: |

|  |
| --- |
| Please explain how the sponsorship monies were used. Provide any copies of materials, screenshots, commercials, etc. |
| Would you deem the event and usage of monies a success? Please explain. |
| Please provide any attendance numbers and/or how many room nights were generated. |
| Will you request sponsorship monies again in the future? |

Thank you for participating in the Tucker County CVB Marketing Sponsorship Program.

  
Tucker County Convention & Visitors Bureau

Po Box 565 Davis, WV 26260  
304-259-5315  
www.canaanvalley.org