



Wolfe County Tourism Event Sponsorship Application

An event sponsorship is a one-time monetary gift that does not exceed \$5000 with the intent to be used for an event that promotes or supports tourism to Wolfe County. Event sponsorships are limited to events throughout the peak tourist season that promote the local area and provide a unique experience for visitors.

The Wolfe County Tourism Commission administers funds collected from a three percent (3%) tourist development tax on occupied transient lodging sales within the county. The Wolfe County Tourism Commission is authorized and governed by virtue of KRS Chapter 91A of the Kentucky Revised Statutes, which provides that promotion of tourism and conventions in a city and county is a proper governmental function of all cities and counties. The commission sets aside a portion of those funds to be used for a funding program working with local individuals, groups and organizations coordinating events that directly benefit the local hospitality industry.

Sponsorship Requirements:

1. Applicants must submit a narrative demonstrating how the event sponsorship supports tourism and will attract visitors to Wolfe County.
2. The funds must be used for an activity that has a direct economic impact on the community by increasing overnight visitation, customers in local restaurants and/or patronage of local businesses.
 - a. Applicants must provide an example of how this impact will be measured, recorded, and reported.
3. All event marketing materials MUST carry a Wolfe County Tourism Commission logo.
4. All event social media MUST include a link to Wolfe County Tourism Commission social media channels.
5. Any funds granted will be subject to full audit.
6. Any request for funding should be made at least 60 days prior to event date.

Application Process

1. Funding request must include a signed Event Sponsorship Application Form.
2. Applications are due by the 1st of every month to be considered.
3. Applications will be reviewed by the Wolfe County Tourism Commission to verify completeness and any key information as necessary and appropriate to ensure the minimum eligibility criteria.
4. Complete applications will be presented to the board for review.
5. The Wolfe County Tourism Commission will contact applicants and send the date and time the board will review the application.
6. Applicants are allowed to present information supporting the proposal and answer any questions the board may have during the sponsorship review session.

Factors that shall be considered for funding, but shall not be limited to the following:

- a. Estimated number of attendees
- b. Estimated number of guests in short-term accommodations
- c. Estimated number of customers in local restaurants/businesses
- d. Scheduled date and time of the event
- e. Previous funding awarded to the entity
- f. Previous event data



Wolfe County Tourism Event Sponsorship Application

Post Funding Requirements

The Post Event Report Form shall be submitted to the Wolfe County Tourism Commission within 60 days following the conclusion of the event.

1. This report must include a detailed budget of how the funds were spent, including paid invoices and receipts.
2. Describe the Economic impact the event has on the community
 - a. How many in town visitors? Out of town visitors?
 - b. Estimated number of guests in short term accommodations?
 - c. Estimated customers in local restaurants/businesses?
3. Include photos, videos or other content from the event, including social media engagement figures
4. Describe any challenges faced and improvements identified for future events.

Applicant Name: _____

Contact Name: _____ **Phone:** _____

Mailing address: _____ **City:** _____ **State:** _____ **Zip:** _____

E-mail address: _____

EIN or TIN as recognized by KY Secretary of State: _____

Website / Social Media: _____

Name of Event: _____

Location of Event: _____

Date of Event: _____



Wolfe County Tourism Event Sponsorship Application

Event Description: _____

*Add attachment if necessary

How will the success of the event be measured and reported?

Describe the marketing and advertising plan for the event:

Is this the first time the event has been hosted? Yes No

Is this an annual event? Yes No If so, how many years? _____

Is this an outdoor event? Yes No



Wolfe County Tourism Event Sponsorship Application

If so, please describe the contingency plan for inclement weather: _____

Has Wolfe County Tourism Commission helped sponsor the event in the past? Yes No

Does this event include other local organizations or businesses? Yes No

If so, please name the local organizations and/or local businesses partnering on this event: _____

Requesting Amount: _____ Total Project budget: _____

Source of matching funds (other sponsors): _____

Budget:

Item	Quantity	Price (\$)	Total (\$)
(Example: Banner for event)	2	100	200

*Add attachment if necessary



Wolfe County Tourism Event Sponsorship Application

See Attachments:

Example: Budget, Map of Event Location, Event Banner Design Draft, Quote for Inflatable Entertainment Rental, Inc

If Wolfe County Tourism Commission provides an event sponsorship, we are only agreeing to a one-time monetary contribution, not to act as host of the event. This means applicants will need to obtain applicable event insurance, provide event staff and contact any appropriate public entities, if needed. Applicants will also need to be the coordinator of the event and perform all other duties necessary to otherwise make the event successful, including post-event reporting.

With your signature you agree to all statements on this application.

Printed name: _____

Signature: _____

Date: _____

Mail this completed Sponsorship Application form to:
Wolfe County Tourism Commission
PO Box 429
Campton KY, 41301
or email:
tourism@wolfecountyky.com