



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

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## Sponsorship Application

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 hosting 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 onetime 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 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 may be 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.

This application is part one of a three-part process

1. Completion of application
2. Director will review all applications and forward qualifying sponsorships onto the Board of Directors.
3. Qualifying applicants receive invitation to present program to Visit Clearfield County Board of Directors for financial consideration

**Payment:** Please allow 4-8 weeks for payment due to review(s).



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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 \_\_\_\_\_

\*Amount Requested \_\_\_\_\_ (Maximum amount \$25,000)

Total Project Cost \_\_\_\_\_

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: Land owner 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 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.**

## 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