

Sweetwater County Joint Travel & Tourism Board
Advertising & Marketing Grant and Sponsorship Grant
Guidelines and General Instructions



1641 Elk St. Rock Springs, WY 82901
Office: 307.382.2538

Attention: Grant Applicant

The Sweetwater County Joint Travel & Tourism Board (T&T) grant process has been revised **EFFECTIVE SEPTEMBER 18, 2023** to better serve all applicants. Please read the following guidelines carefully as **changes have been made and are highlighted in yellow.**

Grant Overview

- **The purpose of the Sweetwater County Travel & Tourism Board** is to provide for the promotion of Travel & Tourism, to generate, and increase overnight stays in lodging properties in Sweetwater County.
- **The goal of the grant process** is to assist Sweetwater County organizations with events designed to generate overnight stays in Sweetwater County lodging properties.

The T&T Board has developed **two grant categories** (*each event may qualify for one grant*):

1. Advertising & Marketing
2. Sponsorship

All grant decisions of the T&T Board are based on:

- Number of participants from outside of Sweetwater County
- Number of room nights generated
- Estimated economic impact on the area as a whole
- Opportunity to maintain and grow the event in Sweetwater County on an annual basis

Eligibility

Grants are available to Sweetwater County **non-profit organizations**. Sectarian groups and religious institutions are NOT eligible. A Tax ID/EIN number must be submitted for verification.

Required Recognition

The T&T Board requires recognition for its financial participation as follows:

- Audible identification on all radio advertising: "Produced in cooperation with Explore Rock Springs & Green River, WY."
- Explore Rock Springs & Green River, WY T&T logo and/or audible identification on all television advertising: "Produced in cooperation with Explore Rock Springs & Green River, WY."
- Explore Rock Springs & Green River, WY T&T logo with T&T website (TourWyoming.com) on all print media (T&T will provide logo): including brochures, posters, promotional fliers, registration forms, programs, magazine advertising, and newspaper advertising.
- Explore Rock Springs & Green River, WY T&T logo with T&T website (TourWyoming.com) on all electronic advertising, websites, and electronic registration.
- Explore Rock Springs & Green River, WY T&T logo with T&T website (TourWyoming.com) on all billboards.
- Explore Rock Springs & Green River, WY T&T event banner visibly hung at event site throughout the entire event. (T&T will provide event banner).
- Explore Rock Springs & Green River, WY T&T logo on all T-shirts, if sponsors are recognized in this manner.
- Explore Rock Springs & Green River, WY T&T logo and written identification on all awards (T&T will provide stickers to place on each award): "Produced in cooperation with Explore Rock Springs & Green River, WY."
- Any other considerations and/or benefits the event organization provides investors or sponsors at the same level of investment, with a minimum of 2 event tickets provided to the Board and staff.

(The Sweetwater County Joint Travel & Tourism Board will provide applicants with the appropriate materials listed above for recognition upon application approval.)

Event Logo and Photography

The T&T Board requires that event photography that is on-hand before the event and also photography taken at the event is to be shared with the T&T Board pre-event and post-event.

- Event photography will be used to help market the event on the TourWyoming.com event calendar, T&T e-newsletters, T&T marketing, etc.

The T&T Board requires that the event logo be shared with the T&T Board pre-event.

- The event logo will be used to help market the event on the TourWyoming.com event calendar, T&T e-newsletters, T&T marketing, etc.
-

1. Advertising & Marketing Grants

Applicants that need to advertise to generate out-of-county attendees and participants to an event may qualify for an Advertising & Marketing Grant. The **Advertising & Marketing Grant Application** form is to be printed from Grant & Board Information page on TourWyoming.com page, filled out and completed, and turned into the T&T office by the appropriate deadline, also found listed on the Grant & Board Information page on TourWyoming.com, that aligns with the respective event.

Advertising Mediums

The Sweetwater County Joint Travel & Tourism Board will consider the following advertising mediums eligible for Advertising & Marketing Grants. However, reimbursement is limited to 30% of in-county advertising expenditures and 100% of out-of-county advertising expenditures:

- Brochures
- Posters and Promotional Flyers – Three (3) print bids are required by the T&T Board.
- Billboards
- Magazine advertising
- Newspaper advertising
- Radio advertising
- Television advertising

The maximum application amount is \$8,000.00.

Marketing Bonus (Advertising & Marketing and Sponsorship Grants)

The Sweetwater County Joint Travel & Tourism Board will provide marketing bonuses to grant applicants that would benefit from additional out-of-county advertising. The marketing bonus will be 25% of the approved grant amount and will be implemented by the Travel & Tourism office and the grantee will be notified after the approval given at the Grant Hearing held by The Sweetwater County Joint Travel & Tourism Board.

Exceptions:

The Board will not provide advertising & marketing grant funds for the following:

- Phone expenses
- Equipment, portable advertising space, entertainment, or administration
- Officials, judges, presenters, teachers, facilitators etc.
- Event programs and other print projects for on-site use only or sold for profit
- Alcoholic beverages

Note: A minimum of 3 competitive bids from qualified vendors must be included with grant application for projects that require printing fees and/or production costs. Preference will be given to in-county vendors when the bid does not exceed the lowest bid from an out-of-county vendor by more than 5% (percent), except when the quality of the product or service is inferior to the lower bid.

2. Sponsorship Grants

Events that draw substantial out-of-county overnight visitors to Sweetwater County without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity) may qualify for a Sponsorship Grant. The **Sponsorship Grant Application** form is to be printed from Grant & Board Information page on TourWyoming.com page, filled out and completed, and turned into the T&T office by the appropriate deadline, also found listed on the Grant & Board Information page on TourWyoming.com, that aligns with the respective event.

The T&T Board will provide Sponsorship Grant funds for the following event expenses:

- Event Registration Forms
- Entertainment at Event
- Event Officials/Judges
- Event Awards (given away)
- Event T-shirts
- Speakers/Presenters at Event
- Rental Equipment for Event
- Event Space Rental
- Free Event Programs
- Event Brochures – Three (3) print bids are required by the T&T Board
- Event Posters – Three (3) print bids are required by the T&T Board
- Refreshments (food and/or non-alcoholic beverages) at Event

The maximum application amount is \$8,000.00.

Exceptions:

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

- Advertising
- Alcoholic Beverages
- Items sold for profit at event
- Cash prizes

Note: A minimum of 3 competitive bids from qualified vendors must be included with grant application for projects that require printing fees and/or production costs. Preference will be given to in-county vendors when the bid does not exceed the lowest bid from an out-of-county vendor by more than 5% (percent), except when the quality of the product or service is inferior to the lower bid.

Application Instructions

Twelve (12) copies of the grant application should be made for the Sweetwater County Joint Travel & Tourism Board (one for each Board Member). The applications should be stapled in the top left hand corner and be compiled in the following order:

1. Completed application along with your Tax/EIN # for verification
2. Completed bid sheet & bids
 - i. Include 3 competitive bids directly from vendor, clearly stating the print projects the grant will be applied towards
3. Project narrative
 - i. Detailed description of event, including date, time, and location
4. Detailed marketing plan
 - i. How and to whom your group plans to promote the activity
 - ii. Advertising plan and schedules
5. Summary of promotional projects
 - i. Clearly state the promotional projects the grant will be applied towards
6. Detailed budget or spending plan
 - i. List of revenues and expenditures

Grant Hearings are held the 2nd Wednesday of March, June, September and December each year. Current deadlines are found listed on the Grant & Board Information page on TourWyoming.com.

Applications will only be accepted if received by mail or hand delivered:

- No more than 12 (twelve) months before the scheduled start date of event, and
- No less than 20 (twenty) *business* days prior to grant hearing.
- All applications must be completed on the official application form (found on the Grant & Board Information page on TourWyoming.com page) and must be mailed or hand delivered to the Sweetwater County Joint Travel & Tourism Office. Incomplete applications will be rejected.

All applications must be mailed or hand delivered to:

Sweetwater County Travel & Tourism Board
1641 Elk St.
Rock Springs, WY 82901

Grant Application Timeline

After the grant hearing, applicants will be notified within ten (10) days of the board decision.

If approved, within fifteen (15) days of board decision grantee will receive two (2) contracts and two (2) letters of acceptance; one of each must be signed, notarized, and returned to the T&T office within ten (10) days of receipt. The second copies of each are to keep for grantee records.

Grantee will also receive a Request For Payment Form, with the contract and letter of acceptance, to keep throughout event process and to turn in with required reimbursement documents (receipts, paid invoices, cancelled checks, etc.) before one hundred and twenty (120) days after the last day of the event to receive awarded grant reimbursement monies. *Please read below for further reimbursement details.*

Payment/Reimbursement

In order to receive payment reimbursement, the grantee must abide by the following guidelines:

1. Grantee must maintain all receipts, paid invoices, and collect canceled or certified copies of checks of purchases applying to grant. Original credit card receipts or invoices marked "paid in full" are required. The original credit card receipt or invoice must be dated, state the amount due, and vendor's name. Statements are *not* acceptable if they reflect only the amount due. Please note: the grantee agrees that any funds paid by the Sweetwater County Joint Travel & Tourism Board will be applied directly to the credit account the items were charged on.
2. Applicants have one hundred and twenty (120) days following the end of the event to file a Request For Payment Form. Grant funding commitments by the T&T Board becomes null and void after 120 days from date of event.
3. Items *not* submitted for payment within the specified time period becomes the sole responsibility of grant applicant.
4. Incurred expenses are the responsibility of the sponsoring organization and the T&T Board will reimburse approved expenses.

(The Sweetwater County Joint Travel & Tourism Board is a tax-exempt, government entity and therefore is not able to reimburse for tax on purchases.)

Request For Payment Form Must Include:

Payment reimbursements will be contingent on grant applicant fulfilling out-of-county advertising commitments stated in the grant application.

1. Request for Payment Form
 - a. Completed and appropriate attachments checked off
2. Final Report
 - a. A brief description/overview of completed event
3. Itemized List of Expenditures
 - a. An expenditure list with vendor name, purpose/reason of expenditure, and amount
4. Receipts, Paid Invoices, and Cancelled Checks (or Bank Certified Copies)
 - a. Copies of Publications (for Advertising & Marketing grant applicants only)

After Request For Payment Form and documents are mailed or hand delivered to the Sweetwater County Joint Travel & Tourism Board office and found to be complete and approved, the reimbursement check will be cut after approval at the next Board meeting. Then the T&T Board will mail a payment reimbursement voucher that must be signed, stating that whom signs the check is responsible for receiving the reimbursement check, the grantee must return that voucher by mail or hand delivered to the T&T office. The grantee can also come into the office and sign the voucher, rather than utilizing the mail system. Once the signed voucher is received, the payment reimbursement check is then released and mailed and/or given to grantee at the T&T office.

The Sweetwater County Joint Travel & Tourism Board reserves the right to terminate funding due to non-compliance, amend grants, reject and/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.



1641 Elk St. Rock Springs, WY 82901
TOURWYOMING.com | 307.382.2538