



SWEETWATER COUNTY TRAVEL & TOURISM BOARD

## SPONSORSHIP APPLICATION

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, or events that have other sources of advertising funding) may qualify for a sponsorship grant.

### Sponsorship Application Check List of Required Items:

The following items to be included with the application form:

- |  |   |
|--|---|
| <input type="checkbox"/> Project Narrative       | <input type="checkbox"/> Summary of Promotional Items     |
| <input type="checkbox"/> Detailed Marketing Plan | <input type="checkbox"/> Detailed Budget or Spending Plan |

### Applicant Information

Organization Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Type of Organization:

- ☐ WY non-profit 501c3 tax id #  
☐ WY non-profit (not 501c3) Code section of exemption: \_\_\_\_\_  
☐ Government Entity

### Event Information

Event Name: \_\_\_\_\_  
Type of Event: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_  
Location of Event: \_\_\_\_\_  
Date(s) of Event: \_\_\_\_\_  
Projected Attendance: \_\_\_\_\_  
Do you require membership in your organization for individuals to participate? ☐ Yes ☐ No

Est. # of out-of-county participants staying overnight: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Total est. # of room nights generated by this project: \_\_\_\_\_

(Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).

Will this be an annual event in Sweetwater County? ☐ Yes ☐ No

Has the event been in Sweetwater County before? ☐ Yes ☐ No

If yes, how many out-of-county participants came last year? \_\_\_\_\_

### Sponsorship Information

Sponsorship Requested: \$ \_\_\_\_\_  
Total Event Budget: \$ \_\_\_\_\_  
Has the T&T funded this project in the past? ☐ Yes ☐ No  
If yes, number of times: \_\_\_\_\_  
Total funding received from T&T to date: \$ \_\_\_\_\_  
How will the event proceed if not funded by the T&T?

Mark all sponsorship benefits available to T&T:

- ☐ T&T banner at event site (required; provided by T&T)  
☐ T&T logo on awards (required; stickers provided if needed)  
☐ T&T logo on posters, registration forms, programs, letterhead or all that are applicable to this event (required), link to our website on all electronic materials/registration  
☐ T&T logo on t-shirts provided to the participants (required)  
☐ 2 event tickets for T&T (required)  
☐ Complimentary advertising space in program:  
Size of ad: \_\_\_\_\_ Inches X \_\_\_\_\_ Inches  
☐ Color ☐ Black & White  
☐ Public address announcements for T&T  
☐ Other: \_\_\_\_\_

How will you promote out-of-county attendance/participation?

Total budgeted for out-of-county promotion: \$ \_\_\_\_\_

How will you promote in-county attendance/participation?

Total budgeted for in-county promotion: \$ \_\_\_\_\_

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

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

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is **20 Business days** prior to Grant Hearing.

For Completion by T&T Staff

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

Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.