



Jackson Hole Travel and Tourism Board

2020-2021 Event Sponsorship Application Guidelines

Thank you for your interest in receiving event funding from the Jackson Hole Travel & Tourism Board. Detail on event category selection can be found on the following page. In addition to completing the questionnaire in the provided excel worksheet, please include the following documents with your application;

- Summary of Marketing plan and explanation of potential for sponsorships and media exposure (maximum 2 pages)
- Complete and detailed event budget as a pdf including anticipated revenues and expenses.
- Organizations Board of Directors and Officer

Note: No additional information beyond what is requested will be reviewed or accepted.

About Jackson Hole Travel and Tourism Board: The Jackson Hole Travel & Tourism Joint Powers Board is a volunteer board appointed by the Jackson Town Council and Teton County Board of Commissioners to oversee the use of the tourism promotion funds appropriated by the lodging tax. The JHTTB is dedicated to developing a healthy and vibrant fall, winter and spring economy that preserves our natural capital and enhances the well-being of our community. Please note that ALL vouchers may be subject to an audit.

Please note these important limitations: Awarded funds should be directed toward marketing expenses and/or promotional items that will strengthen the tourism value of the event. Payroll for marketing as it directly relates to the event can be reimbursed only if the person's time is itemized and accountable to the specific event for which funds are awarded. ***Lodging Tax funds cannot be used to reimburse for any alcohol, capital expenses or any other production expenses.***

Some examples for ways to utilize the grant funding are the following: Print or digital advertising, graphic design, promotional brochures, purse to encourage out of town competitors, shirts or other branded material, and/or wages for PR/Marketing/Social Media time. If you have ANY questions about what can be funded, please contact Maureen Murphy at mo@jacksonholechamber.com

Applications must be received no later than **5:00 p.m. on Friday February 14, 2020**. No applications received after the deadline will be considered. A complete application must be submitted by the deadline in order to be considered. Events that will occur between September 2020 and March of 2021 will be notified of awarded funds following the May board meeting (per approval of the budget per the Joint Powers Board). Events that will occur between April 2021 and June 2021 will be notified of awarded funds after the October board meeting.

PLEASE SUBMIT YOUR APPLICATION ELECTRONICALLY IN MICROSOFT EXCEL AND THE REQUIRED ATTACHMENTS IN PDF TO:

Maureen Murphy at mo@jacksonholechamber.com

Please label EXCEL & PDF as follows: Event name- JHTTB- FY'20-21

The JHTTB will only accept proposals for the following dates:

New & Existing Events:

Fall Events – September 26 thru December 20th, 2020

Winter/Spring Events - January 1st thru June 5th, 2021

Below please find the categories that are eligible for funding:

1) Community Character Program

Sponsorships up to \$3,000

This program is intended to support events that contribute to the distinctive character and vibrancy of our community. These events may not be the reason why visitors choose to come to our destination, but they will help to make the visitors' experience memorable and unique and increase word-of-mouth promotion and return visitation. Priority consideration will be given to events which:

- are expressive of Jackson Hole's heritage, including cultural traditions, history and distinctive character;
- contribute to Jackson Hole's appeal to visitors, expanding the calendar of events available to visitors with diverse interests and expressing our community's creativity and vitality; and/or

2) Sports Events Program. (Including Youth)

Sponsorships up to \$20,000 depending on number of attendees

Teton County has a growing reputation as a location for sporting events. This program recognizes the economic benefits of these activities as well as their value as part of our identity as a family-friendly destination. Priority consideration will be given to events which:

- attract 100 or more attendees;
- have proven potential to recur on an annual basis;
- bring participants for stays of two nights or more.

However, organizations are also encouraged to apply if their event does not meet these priority criteria. This program is also seeking to help develop promising new events in this category. The amount of the award will depend upon the proven number of participants.

3) Major Events, Festivals and Coordinated Events Programs

No maximum amount

This program is intended to support the development and growth of major special events for Teton County. This program supports special events that have the demonstrated potential to attract overnight visitors in numbers substantial enough

to have a significant economic impact on Teton County. Events receiving these awards will be required to coordinate marketing efforts with other events occurring during the same time period. Events receiving these awards will also be required to cooperate with Teton County's Central Events Committee (formed by the Teton County Travel & Tourism Board) to explore other ways to maximize positive impacts for the community. These dates have been selected to direct limited funding toward those periods of time most in need of increased numbers of visitors.

4) Legacy Events Program

No maximum amount

This program is intended to support the development, growth and sustainable events in Teton County. This program supports special events that have the demonstrated potential to attract overnight visitors in numbers substantial enough to have a significant economic impact on Teton County. Events receiving these awards will be required to coordinate marketing efforts with other events occurring during the same time period. Events receiving these awards will also be required to cooperate with Teton County's Central Events Committee (formed by the Teton County Travel & Tourism Board) to explore other ways to maximize positive impacts for the community. Legacy Events must have the following criteria:

- Event must be in existence for 10 years or more;
- Event must focus on activities/competition central to the Jackson Hole brand. (ie Adventure sports; Western Heritage; Conservation; Art);
- Demonstrated both local and visitor participation.