



Policy Name: COMMUNITY EVENT SPONSORSHIP	
Date Adopted: June 1, 2018	Crawford County Convention & Visitors Bureau Pittsburg, Kansas 117 W. 4 th Street (620) 231-1212
Introduction: The Convention & Visitors Bureau (CVB) is the official destination marketing organization for Crawford County, Kansas. The CVB is funded from Crawford County’s 6% Transient Guest Tax and these funds are specifically designated, by ordinance, to fund the operations of the CVB in order to promote and market Crawford County as a tourism destination.	
Policy Statement: It is the policy of the CVB to have fair & equitable guidelines for “Requests for Sponsorships” for those events that are not eligible for Tourism Development Program funding. These events or promotions are targeted at residents and/or the community and provide a means to increase awareness of Crawford County as a tourism destination.	
<p><u>Guidelines:</u></p> <ol style="list-style-type: none"> 1. Limit one request per Event or Project and cannot be currently funded through the Tourism Development Festival and Events Fund. 2. Sponsorships will only be accepted if the event provides direct public benefit and will provide a means to increase awareness of Crawford County as a tourism destination. 3. Approval of sponsorship funds shall be considered as one-time approvals. Requesting agencies shall not assume that funding is pre-approved for subsequent years or amounts. 4. All sponsorship funds must go toward the event itself and must not be used to pay commissions, bonuses or other incentives for fund-raising efforts by staff, volunteers or other parties. 5. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with these sponsorship guidelines shall be disqualified from submitting any future requests. 6. Events or Projects must be held within Crawford County. 7. Sponsorship requests shall not exceed \$5,000 and are awarded at the discretion of the CVB Director based on the event’s tourism related aspect(s). 	<p><u>Procedures:</u></p> <ol style="list-style-type: none"> 1. Each funding request must be in writing on the “Sponsorship Request Form” and submitted to the CVB at least 3 (three) months before the sponsorship is needed. 2. A complete Event Budget must be included. 3. A post event summary report must be completed within 45 days after the event.

POST EVENT SUMMARY REPORT

This report is **REQUIRED** and must be submitted no later than **45 days** after the event.

Documentation Procedures

1. Financial documentation must include:
 - a) Copies of checks issued for payment of services or items
 - b) Copies of corresponding invoices
 - c) Copies of any required contracts
2. A summary of the event must be submitted with the financial documentation and include:
 - a) Estimated attendance. Describe method used to estimate attendance.
 - b) Summary of advertising placed to promote the event. Include all placed, trade and in-kind.
 - c) General assessment of the event which addresses the event's success and any concerns or recommendations for changes.
3. All expenditures for items funded by community sponsorship funds must be documented.
4. All financial documentation must be received by the Convention and Visitors Bureau no later than 45 days following the last day of the event. **Failure to do so may result in disqualification from future sponsorships.**
5. If approved sponsorship funds exceed the actual cost of the service or item, you must document the variance and return excess funds to the CVB.
6. If approved sponsorship funds are less than the actual cost of the service or item purchased, the applicant is responsible for paying any amount exceeding the sponsorship allocation.
7. If for any reason you are unable to purchase an item or service as approved in your sponsorship request, you must notify the Convention and Visitors Bureau. You may complete a request to substitute another item or service for that which you were unable to purchase.
8. If sponsorship funds are used for website development or enhancement, provide a detailed summary of what was done.
9. Sponsorship funds may **ONLY** be used for items specifically approved on your Sponsorship Request Form.



Community Event Sponsorship Request Form

See Policy for guidelines & provisions

Organization: _____

Name of Event: _____

Location of Event: _____

Date(s) of Event: _____

Sponsorship Amount Requested: \$ _____

Anticipated number of hotel rooms that will be filled per day by this event? _____

How will the Sponsorship funds be used? Only documented items are eligible expenditures. (Be as detailed as possible.)

Organization or Event Contact Person: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Payment Information

Payable to (organization only): _____

Mailing Address: _____

City, State, Zip: _____

Please complete this form and return to:

Devin Gorman, Executive Director
Crawford County Convention & Visitors Bureau
PO Box 1115
Pittsburg, Kansas 66762
dgorman@visitcrawfordcounty.com

CVB USE ONLY

Date Received _____

Budget Reviewed _____

Date Approved _____

Amount _____