



Policy Name: COMMUNITY EVENT SPONSORSHIP	
Date Adopted: June 10, 2020	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 and to promote 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 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. A new application and post event report must be submitted each year. The previous year’s post event report will be the basis for consideration of continued event sponsorship. 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). 8. Applicants will receive 50% of funds following board approval of the application and the other 50% will be paid after a post event summary report has been received by the CVB. 	<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 in order to be reimbursed the remaining 50% of awarded funds. <p><u>Ineligible recipients:</u></p> <ol style="list-style-type: none"> 1. Individuals. 2. Political campaigns or parties. 3. Adult related industries. 4. Groups that discriminate on the basis of age, race, ethnicity, gender, sexual orientation or national origin; schools, churches and other religious organizations. 5. Programs or events that serve the special interests of an individual or group and provide no benefit to the county as a whole. 6. Groups with which the county is currently in litigation or which have sued the county in the past.

POST EVENT SUMMARY REPORT

This report is REQUIRED and must be submitted no later than 45 days after the event. Applicants will not receive the remaining 50% of awarded funds until this report has been received and acknowledged by the CVB.

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 and payment of remaining funds.**
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.

Final reports/summaries should be e-mailed to Devin Gorman, CVB Executive Director, at dgorman@visitcrawfordcounty.com or mailed to P.O. Box 1115, Pittsburg, KS 66762.



2021 Community Event Sponsorship Request Form

See Policy for guidelines & provisions

Given the decline in tourism revenue due to the pandemic, the amount of total sponsorship funds available in 2021 is less than in previous years. Repeat sponsorships are unlikely to be funded at pre-pandemic amounts.

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 _____