



Visit Patrick County Sponsorship Program Application

Applicant Information

Applicant Name: _____ Date: _____

Event/Project Name: _____ Event Date(s): _____

Organization Type: () Non-Profit () For-Profit

Event/Project Location: _____

Physical Address: _____

Mailing Address (if different): _____

Contact Email: _____

Contact Phone: _____ Amount Requested: \$ _____

Program Guidelines & Requirements

Visit Patrick County's Sponsorship program provides **reimbursement funding for marketing expenses** associated with local tourism events and projects. The goal is to **increase tourist visitation** to Patrick County, thereby boosting the local economy and infrastructure. This grant is offered twice per year and is **intended to support projects that will market Patrick County as a destination**. **Applicants are responsible for defining and justifying their own marketing strategy, target audience, attendance projections, and performance metrics** using relevant research and data.

- **Application Cycles:** The application for the first half of 2026 events/projects will open on October 14, 2025 and close on November 7, 2025. Only projects, programs, and events that commence between January 1 and June 30, 2026, will be eligible. All applications must be received by **5:00 PM on the last business day** of the cycle (late submissions will not be reviewed).
- **Submission:** Submit a completed application **with a W-9 (or IRS nonprofit determination letter)** to the Patrick County Tourism Office. You may submit via email to **gcooper@co.patrick.va.us** or by mail to **PO Box 466, Stuart, VA 24171**.
- **Review Process:** Applications will be reviewed for by a sponsorship sub-committee and then voted on in a Tourism Advisory Council (TAC) meeting. Applicants **may be asked to attend a TAC meeting** to answer questions about their proposal (meetings are typically held the 3rd Thursday of the month). It is recommended to apply early in the cycle to allow time for any requested revisions. TAC's recommendation will then go to the BOS for final approval.
- **Grant Awards:** Funding decisions (including the amount awarded) are at the **sole discretion of the BOS** and subject to availability of funds. **Partial awards** may be offered and **not all requests may be funded in full**. Only one marketing grant will be awarded to the **same event/project per fiscal year** – do not consider this program as an ongoing funding source.
- **Reimbursement Basis:** This is a **reimbursement grant**. Approved expenses will be reimbursed **after the project/event is completed** and required documentation is submitted. Applicants must



provide **itemized invoices/receipts and proof of payment for all marketing expenditures** in order to receive reimbursement. All invoices not submitted with the application (for future/planned expenses) must be turned in **within 60 days after the event's end**.

- **Final Report:** Within 60 days of the event or project completion, grant recipients must submit a brief **Final Report** summarizing the outcomes and effectiveness of the marketing efforts. The report should detail performance results versus the original goals (see **Performance Measures** below) to demonstrate the **return on investment (ROI) and economic impact** of the funded marketing. **Failure to submit the final report, or to meet all grant guidelines, may result in forfeiture of funds.**
- **Eligibility:** Projects, events, or initiatives must **take place in Patrick County** (or have a significant component in Patrick County) and should aim to **attract out-of-area visitors** (preferably including overnight stays). Applicants must be in good standing (e.g. **current on Patrick County taxes**). Collaboration with local or regional tourism partners is encouraged to strengthen your project's impact.
- **Use of Funds:** Grant funds **may only be used for marketing and promotional expenses** that directly support the event/project's tourism goals. Examples include advertising (print, digital, social media, radio, etc.), promotional materials, signage, and similar marketing costs. **Ineligible expenses** include general taxes, salaries or staff wages, administrative fees or payments to organizers/board members, and capital expenses (e.g. land, buildings, vehicles).
- **Branding Requirements:** All marketing materials related to the project must feature the official **"Visit Patrick County" logo and tagline**. Funded entities are required to prominently display Patrick County tourism brochures or materials at their event or venue. **Only advertisements using the current approved logo/tagline are eligible for reimbursement** – ads with outdated or incorrect branding will not be reimbursed. A branding guide and current logo files will be provided upon award. Additionally, applicants are strongly encouraged to incorporate the **Virginia Tourism Corporation's "Virginia is for Lovers"** logo in marketing and to list the event on Virginia's official tourism website (Virginia.org).
- **Data Collection & Performance:** Applicants are expected to set **measurable objectives** for their marketing initiative and collect data to evaluate success. **Attendance tracking is required** – you should track the number of attendees and, where possible, collect **demographic data** such as visitors' home zip codes, city/state, or country. This information will help demonstrate the reach of your event (local vs. tourist attendance) and inform future marketing efforts. The Patrick County Tourism Office can provide existing travel and visitor data to assist with your planning. Be prepared to report outcomes such as visitation numbers, lodging nights generated, and audience engagement in your final report to show the **ROI**.
- **Acknowledgment:** If your application is approved, you agree to acknowledge Patrick County's support in your promotions (e.g. include the **Visit Patrick County** logo or the hashtag **#VisitPatrick** on social media, and display provided tourism materials for attendees).



Note: It is the applicant's responsibility to clearly define their marketing strategy, target audience, projected attendance, and success metrics *in this application*. Provide data or research to justify how your plan will attract tourists to Patrick County and how you will measure results.

Application Form

- Project Description:** *Provide a detailed description of your event or project. Describe what you are planning and explain how this initiative will benefit Patrick County and promote travel to/within the county.*
- Marketing Plan & Budget:** *How will you use the grant funds for marketing? Provide a narrative summary of your marketing plan/strategy and an itemized list of specific marketing expenses for which you seek funding.*

Itemized Marketing Budget: *(List each marketing expense and its actual or projected cost. Include only expenses related to marketing/promotion.)*

| Expense Item | Actual/Projected Cost |
|---------------------------------------|-----------------------|
| 1. _____ | \$ _____ |
| 2. _____ | \$ _____ |
| 3. _____ | \$ _____ |
| 4. _____ | \$ _____ |
| 5. _____ | \$ _____ |
| Total Marketing Budget: | \$ _____ |
| Amount Requested (from grant): | \$ _____ |

(Attach vendor quotes or estimates for planned expenditures if available.)

- Target Market & Research:** *Who is your target audience for this event/project, and how did you determine this? Describe the market research or data used to identify your target demographics/geographic markets.*
- Performance Measures (Success Metrics):** *How will you measure the success of your marketing efforts? Identify the key performance indicators you will track (e.g. event attendance, lodging nights or transient occupancy tax generated, meals tax receipts, social media reach/engagement, website traffic, ticket sales, etc.) and explain how you will collect this data. If this event has been held before, you may also provide past metrics or advertising analytics to demonstrate results.*
- Attendance Projections & Tracking:** *Provide estimates of expected attendance for the event and describe how attendance will be counted or verified. If this is a recurring event, include actual*



attendance numbers from the past three years for comparison (if available). If new, provide any relevant projections or comparative data you have.

6. **Visitor Demographics:** *Explain how you will collect visitor demographic information (such as visitor origin by zip code, city, state, etc.) and how the demographics of your attendees compare to your targeted markets. (Describe any survey methods or data collection at the event.)*
7. **Additional Information:** *Do you plan to apply for any marketing grants from the Virginia Tourism Corporation (VTC) or other sources for this project? If so, which ones? Also, list any other funding sources or sponsors contributing to this project (if applicable).*

Applicant Signature: _____ **Date:** _____

Tourism Office Contact: Patrick County Office of Economic Development & Tourism – 106 Rucker Street, Stuart, VA 24171 – **Phone:** (276) 693-2005 **Email:** gcooper@co.patrick.va.us

(For questions or assistance with this application, please contact the Tourism Office. Completed applications and supporting documents must be submitted by the deadline for consideration.)