

Tourism Sponsorship

The **Hanover Tourism Sponsorship Application** is designed to support local tourism related businesses and nonprofits that invest financially in events that encourage people **living outside Hanover County** to visit Hanover County. **This application requires a 1:1 match.** Only one application per applicant is permitted per application cycle. Choose your most attended event with the highest economic impact for the County. **This program reimburses eligible expenses already incurred by the applicant.**

Hanover County has committed funds for the Tourism Sponsorship Application in Fiscal Year 2023 (July 1, 2022 through June 30, 2023). There are a limited amount of funds available for the Application. For FY 2023, the Hanover County Department of Economic Development will review and approve application funding until FY 2023 funds are depleted. For Fiscal Year 2024 and beyond, applications will be due during a designated 60 day period each Spring. Based on meeting the scoring criteria, the Hanover County Department of Economic Development will review and make a recommendation to Hanover County's Economic Development Authority for a final decision. **Applications submitted without all required documentation will be deemed incomplete and, therefore, ineligible for consideration.**

Who is eligible: Tourism-related business that can include but are not limited to: destination retail, restaurants, small attractions, craft breweries, distilleries, wineries, or nonprofit organizations that focus on events/festivals in Hanover County with attendance of 5,000+ people.

Other criteria:

1. The applicant must have a physical location within the County of Hanover. If a business operates at multiple locations, the address of the principal office of the business must be located within Hanover County.
2. The event must occur in Hanover County.
3. Government related entities are not eligible.

Application Requirements: The event must draw a significant number of visitors from **outside Hanover County** and have a **significant direct and indirect economic impact for Hanover County**. Applicants will need to be able to show eligibility through research, reports and data, including a budget with income and expenses breakdown by categories, marketing material samples, and a final summary report after the event.

Match Requirement: 1:1 cash or an awarded application from Virginia Tourism Corporation (VTC) or another entity. **The Tourism Sponsorship Award is intending to be used to leverage funding for expanding the event's scope and reach and not to be the primary source of funding for the event.**

Maximum Award: Two funding levels that are dependent on the number of attendees. Attendee counts can be accumulated over an event series or a single event which can be a multi-day continuous program.

- a. **Over 5,000 attendees:** Application awards will be up to \$2,000.
- b. **Over 10,000 attendees:** Application awards will be up to \$3,500.

While the applicant will provide attendance estimates, those projections/estimates must be backed up with research, data and information.

The actual amount of the award may not equal the amount requested as awards are based on available funds. Funds will be disbursed on a **reimbursement basis** for qualifying expenses upon receipt from the applicant with copies of paid invoices and a completed summary report.

Eligible Reimbursements:

- Promotion, marketing and programming materials related to the event
- Paid advertising and media buys
- Production and technical expenses
- Site fees and costs (rentals, etc.)

Ineligible Reimbursements:

- Purchase of alcohol
- General operating expenses or administrative expenses
- Purchase of permanent equipment
- Debts unrelated to the event

Application Period: April 1st to May 31st each year.
Award Announcements should be made by June 30th.

Special Application period for FY 2023: The application process in the first fiscal year will be ongoing starting in **September 1, 2022** until all available funds are depleted. Applications will be reviewed and awards determined by Hanover County Department of Economic Development within 60 days of the application date.

Application Scoring:

As there are limited funds for this application, funding will be awarded on a merit scale. Since the awards are determined by the total scores, applications must be as complete as possible. Do not assume that the Hanover County Department of Economic Development or the Economic Development Authority is familiar with your event or your organization. Awarding of funds will be scored based upon the Scoring Guidelines set below. In making decisions on funding applications, the Hanover County Department of Economic Development may consider such factors as type and scope of the applying business or nonprofit organization, the event's audience and messaging, the business or organization resources, the timetable, the number of applications received, the dollar amount requested of the application received and, most importantly, the impact of the event's ability to **drive significant visitors from outside Hanover County** and show a **significant direct and indirect economic impact for Hanover County**.



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Application Section	Points
Application Completion	5 points
How the Events Benefits Hanover Tourism	25 points
How the Event Attracts and Tracks Outside Visitors	40 points
Supporting Data and Documentation	30 points

Award Requirements:

- Marketing/promotional materials presented in the application must display the Hanover County logo. A high resolution image of the Hanover County’s logo will be provided upon notification of the award.
- Social Media promotion about the event must tag Hanover County. The following tags are to be used: #HanoverVA #HereInHanoverVA
- A summary report must be submitted within 30 days of event of the event with data and an explanation on how it benefited Hanover County’s tourism, data to support overall attendance, and attendance from outside Hanover County.
- Receipts for paid eligible expense(s) must be submitted within 30 days of event to qualify for reimbursement. For events that occur in June, receipts must be received by the Hanover County Department of Economic development no later than July 15th in order for funds to be paid.
- A W9 form is required to be on file before funds are paid directly to the award winner. A check will be mailed to the address in the application.
- To receive funding, the Hanover County Department of Economic Development will verify the organization is registered with the County and current on all taxes.

Disclaimers:

- An award from Virginia Tourism Corporation does not guarantee an award for the Hanover County’s Tourism Sponsorship Application.
- The actual award may or may not equal the amount requested and is based on available funds at the time of the award. The award could be a lesser amount determined by the Hanover County Department of Economic Development or the Economic Development Authority.

How to apply: The completed application with attachments can be deliver or mail to the Hanover County Economic Development office 8200 Center Path Lane, Suite E, Mechanicsville, VA, 23116 or email application and attachments to EconDev@HanoverVirginia.com.

For information and questions, please contact Ann Glave at AGGlave@hanovervirginia.com.

Tourism Sponsorship

Business/Nonprofit Organization Name			
Mission/Purpose of the Organization			
FEIN			
Contact Full Name			
Mailing Address with City and Zip Code			
Phone		Email	
Website of the Organization or the Event			
Name of Event		Date(s) of Event	
Location of the Event			
Expected attendance at the Event		Dollar Amount Request	
Please explain about the history/background of the Event			



HANOVER
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Please explain how the funds will be used for the Event

Pease describe in detail the event and how it benefits Hanover County Tourism



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<p>Please describe in detail how the event attracts AND tracks visitors from outside Hanover County.</p>	
<p>What research, info, and/or data do you have to support your overall projected attendance and attendance from outside Hanover County?</p>	
<p>Give examples of how the Hanover County will be promoted as part of the event.</p> <p>i.e. banners, social media promotion, t-shirts, etc.</p>	

Required Documents:

1. Completed Application
2. An event budget including categories of income and expenses along with any explanation of categories, if necessary
3. Materials for verifying attendance numbers
4. Marketing material showcasing the event
5. Completed W-9 Form

Optional Attachments:

1. Any additional document(s) or data to support your application.

CHECKLIST FOR SUBMISSION

- Application is completed and submitted.
- Budget and marketing material are attached.
- Data for attendees count.
- Completed W9 is attached.
- Any optional documents have been submitted.

For additional information, please contact:



Hanover County Economic Development

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Email: EconDev@HanoverVirginia.com