



**Pocahontas County Convention & Visitors Bureau  
Event Grant Request**

P.O. Box 275 Marlinton WV 24954 304-799-4636

*Recipients of Pocahontas County CVB grants must agree to all terms outlined in the written Event and Sponsorship Grant Policies. A copy can be obtained by contacting the Pocahontas County CVB office.*

***Section 1: Requester Information***

Business/Organization:

Contact Person:

Phone:

Email:

Address:

***Section 2: Event / Sponsorship Information***

Name of Event:

Dates of Event:

Please provide a detailed description of the event:

How will this event benefit tourism and how it is expected to contribute to overnight lodging within the county?

Total Estimated Attendance:

Total Estimated Visitor Attendance (those attending from outside 50-mi):

**Section 3: Budget Information**

Total Budget: \$

Amount of Event Grant Funds Requested: \$

Would you like the Pocahontas County CVB to mail out brochures/rack cards to the State Visitor Centers for a \$35.00 charge?      Yes                  No

Have you or do you plan to ask for funds from another county organization for this project: Yes ( ) No ( )

If yes, please fill in the following information:

<i>Organization Awarding Funds</i>	<i>Usage Description</i>	<i>Amount Received / Requested (\$)</i>
1.		
2.		
3.		

Have you requested grant funds from the Pocahontas County CVB before? Yes ( ) No ( )

If yes, Year/Amounted Granted:

**Section 4: Insurance Information**

Do you have liability insurance coverage for this event? Yes ( ) No ( )

**[Please provide a copy of the certificate of insurance with this form]**

Name of Insurance Agent:

Name of Insurance Company:

Phone Number:

**Section 5: Agreement**

AGREEMENT:

- The contact person or representative must be present at a meeting of the Pocahontas County Board of Directors Grant Committee to submit their grant request in person. The Pocahontas County CVB Board of Directors Grant Committee meets quarterly in January, April, July, and October. **Please contact the Events Grant coordinator for meeting date information.**
- This form must be completed and returned to the Pocahontas County CVB office two weeks prior to the meeting you attend.
- The Pocahontas County CVB reserves the right to reject any and all grant fund requests.
- The recipient must provide the Pocahontas County CVB with the results of the Event or Sponsorship and provide a final breakdown of how the grant funds were expended (form enclosed).
- Any funds distributed to the grant recipient in advance that were unused or misused must be repaid to the Pocahontas County CVB within 60 days of the conclusion of the Event. The Pocahontas County CVB reserves the right to pursue all available avenues pursuant of West Virginia state laws to recover these funds.
- The undersigned agrees to these stated conditions and the written Pocahontas County CVB grant policies and will return the final report form within 60 days of the conclusion of the Event or Sponsorship.

Signature:

Date:

**Media Breakout**

(Breakdown of how the advertising or marketing grant funds will be spent)

<u>Print Advertising</u>				
Name of Publication	Target Market	Issue Date	Number / Size of Ads	Cost
<u>Broadcast Advertising (Television/Radio)</u>				
Name of Station	Target Market	Schedule	Number / Length of Spots	Cost
<u>Printing Expenses</u>				
Description	Target Market / Distribution Area	Quantity	Specifications	Cost
<u>Web Advertising</u>				
Description	Target Market	Schedule	Specifications	Cost
			Advertising Subtotal	
<u>Promotional/ Memorabilia Logo Giveaways</u>				
<p>The maximum amount available for giveaways is 15% of the awarded grant amount.                      For a one day \$2,000 Event Grants the maximum dollar amount for Giveaways is \$300 - therefore the maximum advertising amount available would be \$1,700.                      For multi-day \$4,000 Event Grants the maximum dollar amount for Giveaways is \$600 - therefore the maximum advertising amount available would be \$3,400.                      The available amount of funds for giveaways will be calculated based on awarded amount.</p>				
Description	Logo Placement and Size	# of items to giveaway	*Committee approved prior to production? Date approved?	Cost
<u>Featured Event Page on CVB Web Page</u>				
CVB Website		Event info posted following event grant approval	Events MUST submit Featured Events Page Form for this benefit	Cost
				FREE
<u>Optional CVB Service</u>				
Event brochure distribution Service	WV Welcome Center/ Regional CVB	One Time	\$35.00 Fee applies if event chooses to apply this service	MOVE
<b>Total Breakout (of all advertising)</b>				

\* total should match total grant requested

\*For CVB use and will follow initial grant approval

Rev. July2017



## Featured Event Page Form

P.O. Box 275 Marlinton WV 24954 304-799-4636

We do add a featured event page on our website for your event. This page will include details, updates, and features of your event. Please fill out the information below to be added to your events listing.

Title of Event: \_\_\_\_\_

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Location: \_\_\_\_\_

Directions: \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Description of Event (100 Words): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Please include any website addresses, Posters, Photos, Videos, Brochures, Schedules for your Event and Vendor Forms (If available).

There will be a section that will include referrals to your event as well as a star rating of the event.

# Important INFORMATION FOR YOU!

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## Application Deadlines/Dates

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Applications are due two weeks before the scheduled Grant Committee meeting. See below for 2018 deadlines:

Application Due Date	Event Grant Committee Tentative Meeting Date
December 17, 2018	January 7, 2019
March 11, 2019	April 8, 2019
June 17, 2019	July 8, 2019
September 9, 2019	October 1, 2019

Organizations will be eligible to receive funding for event advertising up to 100% of the event advertising budget, but not exceeding \$2000.00 for a one day event and not to exceed \$4,000 for events lasting two or more days.

## Regional Advertising and Printing Options (many other options available)

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### Print & Web Advertising

Charleston Gazette  
Pocahontas Times  
The Recorder-Highland & Bath, VA  
The Inter-Mountain-Elkins

### Radio

WVMR  
Radio Greenbrier - Lewisburg

### Printing

Nicholas Printing -  
River Cities Printing  
Chocklett Press  
Greenbrier Printing  
VistaPrint.com

### Free listings

WV Tourism Website Events ([www.wvtourism.com](http://www.wvtourism.com))  
WVMR Town Crier

### Graphic Design (posters, brochures, etc.)

Sunny Given- CrickHollow Graphics

For other advertising options call Makinsey.

## Policies/ Logo Standards / Summary Report

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You can find Event Grant Policy, our Logo Standards at [www.PocahontasCountyWV.com](http://www.PocahontasCountyWV.com) or request them to be emailed to you.

Summary Report must be submitted 60 days of the conclusion of the event.



**Pocahontas County Convention & Visitors Bureau  
Events and Sponsorship Grants**

**SUMMARY REPORT**

**This form must be filled out and returned within sixty [60] days after the conclusion of the Event or Sponsorship for which grant funds were provided.**

Event / Sponsorship Name: \_\_\_\_\_

Date of Event / Sponsorship: \_\_\_\_\_

Business / Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (home) \_\_\_\_\_ (work) \_\_\_\_\_

Type of Project: ( ) Event ( ) Sponsorship [Team\_\_\_\_ Individual\_\_\_\_]

Amount of Grant Funds Provided: \_\_\_\_\_

Please explain how the grant funds were distributed:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Estimated Attendance (if applicable): \_\_\_\_\_

How did you arrive at this figure? \_\_\_\_\_

Do you feel this project was a success? Yes \_\_\_\_\_ No \_\_\_\_\_

Please explain: \_\_\_\_\_

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Do you have any knowledge that this event or sponsorship generated lodging room nights in the county?

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Do you plan to repeat or participate in this event in the future? \_\_\_\_\_

Comments or Suggestions:

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Were there any unused grant funds to be returned to the Pocahontas County Convention & Visitors Bureau?

Yes \_\_\_\_\_ No \_\_\_\_\_

If Yes, what is the amount? \_\_\_\_\_

Is a check for the amount due enclosed? \_\_\_\_\_

**Please attach all applicable invoices or receipts for your expenses along with any advertising or marketing materials produced for this event [newspaper tearsheets, brochures, flyers, etc.].**

**If any grant funds were unused, please enclose a check for the balance, payable to the Pocahontas County Convention & Visitors Bureau.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please mail to: Pocahontas County Convention & Visitors Bureau  
P.O. Box 275  
Marlinton, West Virginia 24954  
Phone: 304-799-4636

Or scan and send an electronic copy to Makinsey Cochran, Events Coordinator at  
mcochran@pocahontascountywv.com