Sponsorship Application

Complete all required fields (*). This printable copy is based on the online application at visitgalena.org/industry/sponsorship-opportunities/.

Before You Apply

- Requests must support tourism promotion and demonstrate the ability to attract visitors from outside Jo Daviess County.
- Open to non-profit organizations. **For-profit requests will not qualify.**
- Individuals or organizations affiliated with Greater Galena Marketing, Inc. or Galena Country Tourism are not eligible to receive sponsorship funding through this program.
- Events serving primarily as fundraisers are not eligible for sponsorship.
- Submit requests at least 90 days before your event or initiative.
- Completing the form does not guarantee funding or sponsorship.
- Additional information may be requested during the review process.
- Requests are reviewed based on available funding and alignment with Galena Country Tourism's sponsorship criteria.

Organization Information

Organization Name*: _____

First Name*: _____

Last Name*: _____

Title*: _____

Mailing Address*: _____

City*: _____

State*: _____

Zip*: _____

Phone*: _____

Email*: _____

Website/Social Media Page: _____

Select your Organization Type*:

- ☐ 501(c)(6)
- ☐ Nonprofit (501(c)(3) or equivalent)

Proof of non-profit status required.

Event Information

Event or Program Name*: _____

Event Dates*: _____

Duration (Days/Hours)*: _____

Event Location- City/Village*: _____

Open to the Public?*: ☐ Yes ☐ No

Event Category*:

- ☐ New Event – never previously held in Jo Daviess County
- ☐ Existing Event – previously held; requesting expanded promotion
- ☐ One-Time / One-of-a-Kind Event – major regional or national significance

Sponsorship Amount Requested from GCT* ($): _____

Total Event Budget* ($): _____

GCT Sponsorship as % of Total Budget* (%): _____

PRIMARY PARTNER REQUIREMENT: If GCT sponsorship exceeds 50% of total event budget, GCT must be listed as a Primary Sponsor and will approve all marketing materials that mention GCT or display the GCT logo.

Tourism Impact & Economic Contribution

How does this event attract visitors from OUTSIDE Jo Daviess County? Does this event encourage overnight stays? Include any data (lodging bookings, ticket origins, surveys)*:

_____

_____

_____

Does this event increase length of stay, midweek visitation, or off-season travel in Jo Daviess County? Explain*:

_____

_____

_____

Where will most attendees travel from? How does it support local restaurants, retail, lodging, and other Galena-area businesses?*:

_____

_____

_____

Budget & Use of Funds

Describe specifically how GCT funds will be used (advertising, signage, promotion, etc.) and list any other funding sources*:

_____

_____

_____

Marketing and Promotion

Promotional Channels (check all that apply)

☐ Social Media ☐ Digital Advertising ☐ Radio/TV ☐ Print/Flyers

☐ Press Releases ☐ Email Newsletter ☐ Other _____

Target geographic market*: _____

Budget for Marketing*($): _____

Community Benefit & Local Engagement

How does this event strengthen community quality of life, local pride, or cultural identity in Galena Country? Are there resident-focused elements (local)*:

_____

_____

_____

Prior GCT Sponsorship History

Previously received GCT sponsorship?*:

- ☐ No - first application; skip the next three fields.
- ☐ Yes - complete fields below.

Year(s) Funded: _____

Amount(s) Received: _____

Brief Summary of prior outcomes (attendance, tourism impact, compliance with reporting):

_____

_____

_____

Resident Quality of Life & Community Benefit

GCT sponsorships must enrich life for residents, not just attract visitors. Show how your event strengthens community bonds, local identity, and everyday quality of life in Galena Country.

How does this event improve quality of life for Galena-area residents? (local jobs, civic pride, public spaces, community programming, seasonal economies)*:

_____

_____

_____

Describe resident-first or community-inclusive elements (local access pricing, volunteer roles, neighborhood activation, community input)*:

_____

_____

_____

Community Culture, History & Arts Promotion

How does this event promote Galena's local culture, history, arts, or heritage?*:

_____

_____

_____

Identify local artists, cultural organizations, historians, venues, or heritage sites involved*:

_____

_____

_____

Shared Resident-Visitor Experience

How does this event create experiences enjoyed by residents AND visitors alike, fostering authentic community-guest connections?*:

_____

_____

_____

Youth Engagement & Workforce Development

How does this event support youth education, career awareness, or workforce development in tourism, hospitality, or the arts?*:

_____

_____

_____

Regional Collaboration & Equity

Is there anything else you'd like us to know about your event's impact on Galena Country? This could include community partnerships, resident engagement, cultural significance, volunteer opportunities, or other benefits not already described above.*:

_____

_____

_____

Compliance Acknowledgement

LEGAL NOTICE: Submission does not guarantee an award. GCT sponsorships are tourism marketing investments, not charitable grants. Awards are subject to Board approval and fund availability.

By signing below, the applicant agrees to ALL of the following:

☐ The GCT logo will be prominently displayed in all event promotional materials.

☐ If GCT sponsorship exceeds 50% of total event budget: GCT is designated as Primary Sponsor and approves all marketing materials referencing GCT or displaying the GCT logo.

☐ This application is submitted at least 90 days prior to the first funded expenditure.

☐ A post-event report will be submitted within 30 days of event conclusion, including: total attendance, event duration, and tourist vs. local attendance data if tracked.

☐ Funds will be used exclusively as stated in this application. GCT will be notified of any material changes.

Supporting Documents: *email to* ***admin@visitgalena.org***

Authorized Signature*: _____

Date*: _____

Organization Name (legal)*: _____