

Thank you for your interest in our Tourism Event Support Program. We are approached by many ambitious event ideas and we're excited to hear them all. This program is not intended to be the primary source of marketing of the event. Below is what you need to know and do in throughout the event support application process and the Terms and Conditions set forth on events that are selected for support.

Purpose of the Program and Acceptable Use Examples

The purpose of this program is to grow events that draw attendees to Howard County and engage residents. A successful marketing support request is one of the following:

- a new event that has potential for increased visitation and resident engagement.
- an existing event that will take action that will extend the number of days the event takes place and/or will increase visitor and resident attendance.

Support

In many cases our organization elects to support events through in kind marketing. For example, we may elect to launch a radio, facebook or other campaign highlighting the event alongside our own marketing. Support will not be granted for the printing of materials such as program books, brochures, posters, etc. Investment levels will vary based on the event and our available budget.

When Should I Apply?

We are approached by many ambitious event ideas and we're excited to hear them all. Before filling out this form we encourage you to email us (Amanda@HowardCountyTourism.com) to discuss your event, ways we can help, and to determine if your event is far enough along to apply for this program. Event Support requests should be for events more than ninety days away. Submissions are reviewed by Visit Howard County staff.

When will I find out if my event is selected for support?

Requests should be for events more than ninety days away. Submissions are reviewed by Visit Howard County's marketing team then submitted to the Executive Director for final decision; applicants should expect to hear back in about two weeks.

What happens if my event is selected for support?

Individuals and organizations' whose events are selected for support will need to agree to the Terms and Conditions as set forth below before the support is executed. Those selected for support will receive a description and level of support.

Final Report

The Investee is required to complete a Final Report no later than 30 days after the event. Investees who fail to submit a Final Report or submit an incomplete Final Report will become ineligible for future event support consideration.

Supporting Documentation

Investees will agree to include the Visit Howard County logo in their own marketing endeavors and onsite at the event. Supporting documentation will serve as evidence of logo inclusion.

Supporting Documentation Timeline:

60 days or more before your event (required)

- Screenshot of Visit Howard County logo on event website
- Collateral materials, e.g., flyers, program booklets (when applicable)

30 days or less after your event (required)

- Photo of Visit Howard County Logo onsite at event, e.g., banner, pull up display, yard sign

Termination Clauses

Howard County Tourism Council may terminate event support under the following circumstances:

- **IRS Standing** Howard County Tourism Council, Inc. may immediately terminate event support Howard County Tourism Council, Inc. finds that the organization facilitating the event is not in good standing with the IRS
- **Insufficient funding** Howard County Tourism Council, Inc. may terminate event support if: Howard County Tourism Council, Inc. does not obtain sustained-level funding from Howard County, or; If funding cannot be continued (at Howard County Tourism Council, Inc. Board of Directors discretion) at a level sufficient to allow for the payment of the services covered within this sponsorship agreement.
- **Failure to comply** Howard County Tourism Council, Inc. may immediately terminate event support Howard County Tourism Council, Inc. finds that there has been a failure to comply with the provisions of the event support program, that reasonable progress has not been made or that the purposes for which the funds were invested have not been or will not be fulfilled.
- **Unsecured venue(s)** Howard County Tourism Council, Inc. will immediately terminate event support this if the Investee is unable to secure a venue(s) (playing fields, etc.) for the Event(s).
- **Morality** If at any time, in the opinion of Howard County Tourism Council, Inc. Board of Directors, Investee becomes the subject of public disrepute, contempt, or scandal that affects Investee's image or goodwill, then Howard County Tourism Council, Inc. may, upon written notice to Investee, immediately suspend or terminate event support and revoke Visit Howard County's brand and logo usage.