



Albany County Tourism Board GUIDELINES FOR SPONSERSHIP GRANTS

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Albany County Tourism Board (ACTB) Purpose

To provide for the promotion of travel and tourism within the various areas of Albany County.

Grant Funds Overview

The goal of the grant process is to assist non-profit organizations with the marketing of events designed to generate overnight stays in Albany County lodging facilities. Albany County Tourism Board is funded by a 4% lodging tax collected from guests staying in paid accommodations within the county.

Grant Application Deadline

Grant Applications are reviewed on a rolling basis, but should be submitted at least 2 months prior to the event date to allow time for board approval. Grant requests not received at least 1 week prior to the board meeting will not be reviewed until the following board meeting (the third Monday of each month).



PERMISSIBLE EXPENSES

- Brochures
- Posters
- Promotional flyers
- Digital marketing
- Billboards
- Magazine advertising
- Newspaper advertising
- Travel trade shows (booth fees, registration fees, material production)
- Websites
- Audio-visual presentations
- Event stationery
- Event programs
- On-site event brochures
- Site visits
- On-site event posters
- Rented portable advertising displays
- Radio advertising



NON-PERMISSIBLE EXPENSES

- Purchase of event equipment
- Postage
- Alcoholic beverages
- Venue
- Permanent Structures
- Administration fees/costs
- Wages of any kind
- Operational expenses
- Attendee gifts or event giveaways
- Expenses of commitments made prior to grant approval by ACTB
- Any non-budgeted expense not presented in the budget
- Sales items except for those items where profits are reinvested in the program and used for further Albany County Tourism promotion



Grant Eligibility

- Grants Funds are available to non-profit organizations which have projects, events, or programs that promote tourism in Albany County.
- The event must be held in Albany County and must generate overnight stays in Albany County. The more paid room nights generated, the greater likelihood of approval of the application.
- The event should draw significant visitation from outside of Albany County.
- Seasonality: preference will be given to events taking place during shoulder seasons, off-peak seasons, or during times that do not conflict with or piggyback on other larger events already taking place.
- Overall economic impact to the community and county: ACTB will take into account total economic impact to the local community beyond the 4% lodging tax to determine net benefit to local communities within Albany County.
- Retention: ACTB will take into consideration the likelihood of the event to return to Laramie in the future and the likelihood of the event growing and expanding in the future.
- Financial Assistance: ACTB will review the applicant's need for grant funding, any additional outside funding sources, and the applicant's budget or profit and loss worksheet to determine the need for financial assistance for the event.
- Logo Placement: ACTB logo is required to be printed on materials for the event. Higher logo prominence increases likelihood of approval.
- Tax-exempt status: ACTB will take into consideration the number of attendees who will be tax exempt while attending the applicant's event or program.

Requirements

1. Complete the grant application and budget spreadsheet and submit them to our office 2 months prior to event.
 - i. *Additionally, for Grant Requests equal to or greater than \$5,000, a full 12 month profit and loss worksheet is required for review.*
2. As part of your grant request, a representative for the event should prepare a **3-5 minute presentation** and be present to answer questions from the board in order for the grant to be moved to a vote.
3. In order to receive grant funds, a post-event project report must be delivered to the ACTB no later than 60 days after the event. The **presentation of the post-event project report** should be no longer than 3-5 minutes in length, and requirements can be found on the Project Report & Evaluation Form.
4. Please provide any participant registration totals, hotel occupancy rates, location data, or tracking gathered by the event.
5. The committee hosting the event will be responsible for determining, to the best of their ability, the number of rooms used during the event.

*** **ACTB highly recommends post-event surveys to report attendee accommodation and receive event feedback.**



Required ACTB Recognition

The ACTB requires recognition for its financial participation in a variety of channels and mediums as listed below:

- Audible identification as the Laramie Area Visitor Center, and/or the words “Albany County Tourism Board” on radio advertising
- Logo and/or audible identification as the Albany County Tourism Board on television
- Logo included in print media, including brochures, posters, promotional flyers or registration forms, magazine and newspaper advertising
- Link and logo on websites and other forms of digital marketing
- Listing on credits for audio-visual presentations
- Logo on billboards
- ACTB Banner at the event site
- Page in program to promote local attractions or future events
- Logo on tee shirts or other promotional items if sponsors are recognized in this way
- Any other considerations/benefits the organization provides investors or sponsors at the same level of investment
- Booth space for ACTB provided at no cost to ACTB if applicable
- Recognition on other forms of marketing/recognition not explicitly referenced above

Procedures

The applicant will receive notification by email following board’s decision. Funds will be disbursed upon completion of the project and upon receipt of the post-event report. In very rare instances and at its discretion, the board may disburse funds to an applicant either upon project approval or as needed to implement the project.

Reporting

Within **60 days** of completion of the project or event, the applicant will submit to the satisfaction of the board:

- Completed Project Report & Evaluation Form
- Lodging tracking and participant data
- Copies of all advertising utilizing the ACTB logo
- Invoice and proof of payment for expenditures
- Other materials produced with the cooperation of the ACTB
- Final budget of the event

The board may, at its discretion, consider the grant application null and void if the applicant does not submit the post-event Project Report to the ACTB within the reporting time frame. There is **no grace period for the final report** and the ACTB does not issue reminders.