

## **Visit Morgan County Festival and Event Sponsorship – 2021**

Due to the COVID-19 pandemic and its effect on festivals and events, Visit Morgan County has suspended our normal Festival and Event Grant Program for both 2020 and 2021. Instead, we will review and support events on an ongoing case-by-case basis.

We will award visitor friendly events taking place in 2021 that apply with the attached form a one year sponsorship based on the following two levels of events.

### **Large Event - \$1,000**

For purposes of this grant process, large events are events that bring in a large percentage of attendees from outside the county. These would include large (county-wide) festivals and major concert series.

### **Small Event - \$500**

Small events are those which attract a smaller percentage of attendees from outside the county but are still visitor friendly. These would include smaller, localized festivals, a series of events such as classes or lecture, or one-time music performances.

To obtain these event sponsorship grants, event organizers must request a 2021 Festival and Event Sponsorship form Visit Morgan County using the form available on the website at [visitmorgancountyin.com/grants/](http://visitmorgancountyin.com/grants/).

Qualifications are essentially the same as the normal Festival and Event Grant Program, however, any and all application deadlines have been eliminated through the end of 2021. Awards are considered on a first come, first served basis as long as funding is available.

Applicants must be organizations seeking to produce and promote a well-defined tourism oriented festival or event. Proof of event liability insurance will need to be provided to Visit Morgan County prior to the organization receiving any funding. Eligible events must not limit participation to Morgan County residents only. For the purposes of this grant program, multi-day events and multiple event series must submit a single application. All events must be held within Morgan County and be open to the general public. No event may have as its primary purpose the promotion of a specific political candidate, political party or political platform. Visit Morgan County must be given recognition as an event sponsor based on the level of funding.

Events will be reviewed on a case by case basis considering the following guidelines:

- Ability to draw attendees, especially visitor attendees.
- Ability to increase visitor length of stay or add value to visit.
- Ability to generate local economic impact (food, beverage, retail spending)
- Ability to project a positive image of Morgan County through PR and advertising.
- Event must be open to all and must NOT be political in nature.
- Inclusion of COVID-19 precautions in event planning.

## 2020 Festival and Event Sponsorship Request

Event Name: \_\_\_\_\_

Contact Person/Event Manager: \_\_\_\_\_

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

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

Phone Number(s): \_\_\_\_\_

Check should be made out to: \_\_\_\_\_

What size is your event? \_\_\_\_\_ Large Event (1,000+ attendees; high % non-local.)

\_\_\_\_\_ Small Event (Less than 1,000 attendees.)

Event Dates: \_\_\_\_\_ Event Location: \_\_\_\_\_

Event Website/FB Page or other online presence: \_\_\_\_\_

What is the event's target audience? \_\_\_\_\_

How do you plan to reach them? \_\_\_\_\_

\_\_\_\_\_

How do you plan to reach out of town visitors? \_\_\_\_\_

\_\_\_\_\_

How many attendees do you expect? \_\_\_\_\_

What % of attendees do you estimate will be from outside Morgan County? \_\_\_\_\_

Is this event a fundraiser? If so, for what organization? \_\_\_\_\_

What, specifically, will Visit Morgan County funds be used for? \_\_\_\_\_

\_\_\_\_\_

How are you ensuring the safety and health of event visitors in the face of the ongoing COVID 19 pandemic? (i.e. attendance limits; mask requirements; hand washing stations; sanitizer, social distancing requirements; etc.)

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