



## **Visit Morgan County Festival and Event Sponsorship – 2024**

We will award qualifying events taking place in 2024 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 2024 Festival and Event Sponsorship from Visit Morgan County using the form available on the website at [visitmorgancountyin.com/grants/](http://visitmorgancountyin.com/grants/). Recipients must complete a Post-Event Summary Form within 60 days after their event date.

Qualifications are listed below and all 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.
- Events that will generate overnight stays are preferred.



## 2024 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 audiences? \_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

Will you promote overnight lodging opportunities in conjunction with your event? \_\_\_\_\_

How? \_\_\_\_\_

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 will you recognize Visit Morgan County's sponsorship of your event? \_\_\_\_\_