



Visit Morgan County Festival and Event Sponsorship:

Festival and Event grants shall be reviewed and supported on an ongoing case-by-case basis, until we have used all of the allocated funds for the year..

We will award qualifying events taking place in Morgan County that apply with the attached form of 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 and utilize area lodging facilities. 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, though they may or may not utilize area lodging facilities. These would include smaller, localized festivals, a series of small events such as classes or lectures, or one-time music performances.

To obtain these event sponsorship grants, event organizers must submit a Festival and Event Sponsorship form Visit Morgan County using the form available on the website at visitmorgancountyin.com/grants/. Recipients must complete a Post-Event Summary Form within 60 days after their event date.

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
- Ability to generate lodging nights.



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; higher % visitor attendance, uses area lodging facilities.)

_____ Small Event

(Less than 1,000 attendees; low % visitor attendance, does not generate lodging stays.)

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? _____
