

Overview

Visit South Bend Mishawaka (VSBM) has funds available to assist organizations with the promotion and hosting of events and activities aimed at driving hotel room nights, economic impact, and/or enhance quality of place for residents within St. Joseph County.

Awards

- Individual events can be funded up to \$5,000; however, organizations applying for multiple events are capped at \$10,000 in the calendar year.
- Sponsorship dollars will be paid directly to the host organization (applicant) **AFTER** the event is complete and all post-event paperwork is submitted.
- Visit South Bend Mishawaka reserves the right to pay the venue directly if the organization is outside of St. Joseph County or if requested to do so prior to the event.

Application Guidelines

- The event must take place in the calendar year 2026.
- One organization can submit for multiple events; however, each event must have its own application.
- All events must utilize St. Joseph County hotels and cannot promote lodging facilities outside of the county.
- VSBM must be given recognition as an event sponsor and receive benefits appropriate to the level of funding awarded. We will provide logos and links that can be used for promotion.
- Event cannot be political in nature.
- If, for any reason beyond your control, you cannot complete the event or event dates change from the original calendar year, both reimbursement/sponsorship and future funding opportunities may be jeopardized.
- Organizations receiving direct allocations from SJC Innkeepers Tax are ineligible.
- Submit your application online at <https://bit.ly/VSBMsponsorship> by the deadlines below. Any questions can be directed to Marie Mahay (mmahay@visitsouthbend.com).

Application Scoring

- Applications will be evaluated on these criteria:
 - Generates overnight stays, provides significant economic impact, and/or improves quality of place within St. Joseph County.
 - Attracts new visitor audience and draws more people outside the local market to increase tourism in St. Joseph County.
 - Provides specific marketing and promotion plan.
 - Generates press coverage for event and St. Joseph County.



Post Event Guidelines

- Post-event paperwork should be submitted within 30 days of event completion or by the date below.
- Paperwork needed for reimbursement:
 - Invoice from awarded organization in the amount of the sponsorship.
 - Completed economic impact form, provided by VSBM.
 - Actualized attendance and hotel room nights generated.
 - Summary of advertising (placed, trade and in-kind).
 - Documentation of VSBM recognition at event.

Application Dates

- Applications will be reviewed twice a year.
- Applications will be accepted in advance but must be submitted, by the dates specified in the table, to be considered.
- If deadlines are missed, application will be considered if funding is available.
- Ineligible dates for funding (ND Commencement, home football weekends, & special event weekends).
 - May 15-17
 - September 11-13, 18-20,
 - October 9-11,16-18
 - November 6-8,20-22
 - Dates subject to change and additional dates may be added.
- If your event takes place in January, reach out to VSBM for funding opportunities

Event Date	Application Deadline	Review Period	Awards Announced	Post Event Report Deadline
January – June	January 16	January 19-23	January 26	Post 30 days or by 8/31/26
July – December	May 29	June 1-5	June 8	Post 30 days or by 11/30/26

