

**Visit Lafayette – West Lafayette (VLWL)
2026 Tourism Sponsorship Program**

Purpose:

Visit Lafayette – West Lafayette is a vital driver of the visitor economy. By supporting and promoting the tourism sector, we help create a ripple effect that makes our community more vibrant, dynamic, diverse, and a fun place to visit, work, play and belong.

Funding Requirements:

- Be a tourism related non-profit and provide proof of status. (990 or Tax-Exempt documentation)
- Link HomeOfPurdue.com to your website and include in printed materials.
- Attractions must display the VLWL logo and website/QR code prominently onsite.
- Attractions must use the VLWL Partner Extranet Portal to provide and maintain current information.
- Festivals/events must provide visible event signage featuring the VLWL logo.
- Festivals/events must use the VLWL Partner Extranet Portal to provide and maintain current information.
- Follow the VLWL digital platforms on any social platforms where the applicant has an active presence. (e.g., Facebook, Instagram, TikTok, YouTube).
- Complete the online application.
- Provide a W-9 with signed letter of agreement.

Sponsorship Categories:

Organizations can apply in more than one category.

- Up to \$15,000 for events with attendance of 10,000+. *
- Up to \$7,500 for events with fewer than 10,000 in attendees. *
- Up to \$15,000 for attractions.
- Up to \$10,000 for public art installations.
- Up to \$5,000 for the creation or improvement of sports tournament facilities.
- Up to \$5,000 for new initiatives or organizations that will attract or host visitors.

*If event is a series, the award applies to the full series, not each individual event.

Application Deadline:

Application deadline is February 15. A second cycle **may** open on July 15 if remaining funds are available.