

**Visit Lafayette – West Lafayette (VLWL)
Tourism Sponsorship Program
January 2025**

Purpose:

Visit Lafayette – West Lafayette is a vital driver of the visitor economy. Providing support and promotion of the tourism sector in our destination creates a ripple effect that makes our community more vibrant, dynamic, diverse, and a fun place to visit, work, play or belong.

Funding requirements:

- Must be a tourism related non-profit and provide proof as such. (990 or Tax-Exempt documentation)
- Must link HomeOfPurdue.com to your website for visitor information and list in brochures.
- Attractions need to display, on site, the VLWL logo and website/QR code in a visible location.
- Attractions must utilize the VLWL partner extranet portal to provide and keep their information up to date.
- Festivals/events need to provide visible signage at events with the VLWL logo in a visible location.
- Festivals/events must utilize the VLWL partner extranet portal to provide and keep their information up to date.
- Must follow the VLWL digital platforms that the applicant has platforms on. Examples would be, Facebook, Instagram, TikTok, YouTube, etc.
- Must fill out an online application.
- Must provide a W-9 with signed letter of agreement.

Sponsorship Categories:

Applying organizations can apply in more than one category.

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

*If event is a series, award would be for the series not each event in the series.

Application Deadline:

Application deadline is February 15. A second cycle of applications **may** be accepted on July 15 in the event there are remaining funds in the budget.