



## TOURISM DEVELOPMENT PROGRAM

### PURPOSE

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The Woodlands Convention and Visitors Bureau, doing business as Visit The Woodlands, is authorized to sponsor community activities and events in and around The Woodlands for the purposes of increasing tourism and visitors by generating overnight hotel room nights at properties within The Woodlands. In doing so, Visit The Woodlands will, at its sole and absolute discretion, determine which events it will sponsor and at which sponsorship level it will participate. To ensure that your activity/event meets Visit The Woodlands sponsorship objectives, the following guidelines have been adopted by the Visit The Woodlands Board of Directors regarding sponsorship requests. The Tourism Development Program, funding criteria and process are available via online portal and website. Any part of the process or application may be amended periodically at the sole discretion of Visit The Woodlands.

Visit The Woodlands supports high-impact, integrated tourism funding opportunities that help the organization fulfill its mission for The Woodlands Township. Opportunities in this category should deliver significant return on investment (ROI) through market value, hotel room nights and economic impact. Multi-layered sponsorships should include, but not be limited to, a combination of media assets, marketing impressions, regional, national and/or global exposure, opportunities to reinforce The Woodlands' brand, PR platforms and hospitality and client entertainment opportunities.

# GUIDELINES

Visit The Woodlands welcomes qualifying organizations to apply for funding of programs or events that advance its mission, vision and values.

Visit The Woodlands prohibits discrimination based on race, color, sex, national origin, age, religion, disability, sexual orientation, gender identity, veteran status, citizenship, or other protected status under federal, state or local law.

Visit The Woodlands may consider applications for funding through either or both of Visit The Woodlands and The Woodlands Township, as such authority may be delegated by The Woodlands Township to Visit The Woodlands.

## **A. Application Requirements**

1. All funding requests must be submitted through Visit The Woodlands' online application system or emailed in its entirety. Only completed applications will be considered.
2. Requests should be submitted at least 120 days in advance of the event, program or project start date. If an organization submits a request less than 120 days in advance, such request may be rejected without further consideration.
3. Organizations must be able to electronically upload required business and promotional documents including a valid U.S. Tax ID number and 501(c) Letter of Determination, when applicable.
4. Visit The Woodlands generally limits support to one application per organization per calendar year to maximize the impact of our community investment resources.
5. Organizations must re-apply each year for funding, regardless of their previous funding status.

## **B. Application Process**

1. Applicant will receive a confirmation email upon successful submission of the application.
2. Applicant will be able to review the application status online via their login or by Visit The Woodlands staff notification.
3. Visit The Woodlands may request additional information to fully consider your application.
4. Visit The Woodlands will notify the applicant of a final decision in writing to the contact listed on the application.
5. Visit The Woodlands will require a post-event/program impact and evaluation report. Periodic progress reports may also be required in special circumstances.

### **C. Funding Parameters**

1. Visit The Woodlands will consider supporting organizations and programs/events that align with and advance its mission, vision and goals.
2. Visit The Woodlands is primarily interested in projects with the following focus:
  - a. Increase vibrancy in The Woodlands area
  - b. Measurably increase business and leisure tourism
  - c. Bring community organizations together with local businesses in partnership to advance the Visit The Woodlands mission
3. Visit The Woodlands will generally not consider funding requests if:
  - a. Visit The Woodlands is the only funding source for the project
  - b. Visit The Woodlands is the primary funding source required to launch a project
  - c. Funds will support political advocacy or religious events
4. Visit The Woodlands will not consider an in-kind venue rental waiver for events that are already contracted.
5. Visit The Woodlands will not issue debt to fund a project.

### **D. Terms & Conditions**

1. If funded, Visit The Woodlands has permission to use your organization's current logo and marks to promote and report the impact of its Tourism Development Program.
2. If funded, Visit The Woodlands will confirm with your organization if Visit The Woodlands' logo and/or name can be used as an official supporter of the funded event or program consistent with requirements provided in your approval letter.
3. In the event that the funded event or program is cancelled and/or indefinitely postponed (or postponed beyond the then-current fiscal year of Visit The Woodlands), your organization agrees to refund all Visit The Woodlands funds.
4. If funded, Visit The Woodlands and its authorized representatives and agents shall have the right to audit and review all information and materials maintained in relation to the funded event or program for a period of two (2) years, and your organization shall be obligated to maintain such records for said period of time from the expiration of the event or program.
5. All information and materials submitted to Visit The Woodlands, including, but not limited to, such information and materials submitted as part of the initial application hereunder, may be subject to disclosure to third parties in accordance with applicable law, and Visit The Woodlands expressly disclaims any covenants of confidentiality related to such information and materials. By submitting any such information and materials to Visit The Woodlands, your organization expressly waives any claims of confidentiality and nondisclosure related to the same.