



SHERIDAN TRAVEL & TOURISM
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SPONSORSHIP APPLICATION REVIEW & DEADLINES

SPONSORSHIP ELIGIBILITY

Sponsorship Grants may be made to organizations planning events that are intended to bring **visitors** to Sheridan. Special emphasis is given to events and programs that require an overnight stay.

SPONSORSHIP REVIEW MEETINGS

Eligible applications will be considered monthly (at the regularly scheduled Board meeting, held the 3rd Thursday of each month) by the STT Commission.

PROGRAM COMPLIANCE

Event final report (2 copies) must be received by the STT Commission *45 days after* the end of each Event. (Guidelines below).

SPONSORSHIP APPLICATION GUIDELINES



I. EVALUATION & PAYMENT

Sponsorship grants are awarded upon approval of the application to the Sheridan Travel & Tourism Board of Commission.

PURPOSE: STT sponsorships are intended to facilitate significant promotional activities for partner organizations encouraging visitors to overnight in Sheridan. Operational costs shall not be covered. Only one (1) application *per year, per organization*.

PROMOTIONAL REQUIREMENTS: Applicants are required to exhibit how sponsorship funds will help draw visitors to Sheridan. Including but not limited to overnight visitor projections, spending trends, and more.

SPONSORSHIPS: 2016 sponsorships are awarded on a first-come, first-serve basis, until budgeted funds have been allocated. For all sponsorships above \$5,000, applicants are required to submit a detailed Marketing Plan and scope of marketing objectives.



II. NOTIFICATION

Applicants will receive notification in writing within fifteen (15) working days of Commission action.



III. COMPLETION & REPORTING DEADLINES

Project schedules and dates are required on all applications and will be approved by the Commission on award of Grant funds. Billing documentation must comply with the scope established by Project Start Date and Project Completion Date. All bills must be paid prior to the 45-day final report deadline.



IV. SPONSORSHIP PROGRAM ADMINISTRATORS

1. **STT Commission is the Sole Arbitrator of Grant Awards.** The Commission has sole authority in establishing the percentage of match per project (or specific limitation), or grant per project.
2. **Grant Program Liability Limitation.** Contracts for services and/or products under the Sponsorship program are between the applicant and commercial vendor. IN NO CASE WILL THE CITY OF SHERIDAN BE A PARTY TO SUCH CONTRACT.
3. **Sheridan Travel & Tourism Mission.** Efficiently leverage lodging tax funds to unify, inspire, and lead the local travel industry in marketing Sheridan, Wyoming, and to increase lodging tax revenue. Grant awards will reflect this mission.
4. **Sponsor Viability.** Sponsorship applications should be submitted with the idea that if no funds are granted, you still have the intention of carrying out the project.

V. SPONSORSHIP GUIDELINES



- **Sheridan Travel & Tourism will sponsor no more than 50% of any applicant's marketing initiatives** including but not limited to: materials, printing, billboards, audio & visual displays, brochures, media, event marketing, trade show marketing, press tours.
- **Sponsorship funds are for promotional use only** and may not be used to pay for professional services, marketing, public relations or consulting firm services. Funds are for the express purpose of marketing, promotion, and advertising with the goal of meeting Sheridan Travel & Tourism's mission.
- **All Sponsorship applications above \$5,000 will include a detailed Marketing Plan** with a schedule of marketing events and/or actionable items that outline where Sheridan Travel & Tourism Sponsorship funds will be used.
- **Commercial promotional consideration acknowledgements** shall be printed in a type size no larger than the normal text type utilized throughout the project. Logos and seals will also be printed in the smallest recognizable size compatible with the type size, and will appear only on the last page of the printed material; at the bottom of advertisements, posters or signs, at the end of audio-visual productions, or below the sponsor's identification sign on display.

SPONSORSHIP APPLICATION GUIDELINES cont'd



VI. PROJECT DEFINITION & EXPENSE ELIGIBILITY

1. **Advertising.** Professionally produced printed regional or national commercial magazine or newspaper advertising; audio/video production & broadcast time. **Allowable Expenses:** Purchase of space, time and related production costs including design, color separations, photography, & printing and professional distribution contracts.
2. **Billboards/Signs.** Lease of commercial billboard space or private signs will be considered on interstate and primary highways. Signs should be informational and contain special attraction language. Language detrimental to any other project or area, route of travel or destination shall not be funded.
3. **Motivation Publications (brochures/flyers, etc).** Motivational print advertising such as brochures, visitor accommodations/services directories, regional maps, brochures, special event advertising and professionally produced fulfillment/direct mail response pieces and services that will increase visitation to Sheridan. **Allowable Expenses:** Commercial newspaper/magazine and travel trade directory space and related production costs; design, layout color separations, paper stock, related printing costs and professionally contracted fees are eligible.
4. **Audio/Visual Promotional Products.** Promotional movies, slide shows, Internet websites, etc. **Allowable Expenses:** Production costs, contracted fees for script development, artist services, and distribution charges are eligible for funding.
5. **Promotional Items.** T-shirts, caps, etc. **Allowable Expenses:** Production and material costs up to \$500 per Grant as approved along with other Grant expenses by the Board, when including STT logo and website on other printed materials, (e.g. brochures, programs, advertisements, etc.).
6. **Tradeshow Representation.** Promotion of Sheridan tourism by distribution of Sheridan Travel & Tourism brochures, lodging directory and other non-tourism related brochures when attending tradeshow. **Allowable Expenses:** Minimum of \$750 or 50% of each trade show. Grant must be expended toward promotional expenses, booth rental, electricity, shipping of show materials, etc. are eligible for funding, with the balance allowable for lodging, meals & travel expenses.

NOTE*: Familiarization (FAM) Tours & Public Relations Programs may have special qualifications and/or limitations. Please contact the STT Commission for additional guidelines.



VII. INELIGIBLE EXPENSES

1. **Purchases.** Purchase of equipment.
2. **Construction.** Construction of any type of building, structure or object or costs involved with the maintenance or refurbishing of any type of building, structure or object.
3. **Operating Expense of Sponsor.** Routinely budgeted administrative or "overhead" expenses are specifically disallowed. These types of expenses include telephone, facsimile, postage, salaries, and contract labor, public relations fees, consultation fees, professional services, contract over-run, programs of entertainment, supplies and other categories not specifically allowed in the "Project Definition and Expense Eligibility" section.
4. **Prior Expenses.** Expenses or commitments incurred prior to project approval date (except for booth space for trade or consumer travel shows).
5. **Any Non-Authorized Expense.** Only expenses approved at the time of Grant award will be considered for payment. No contingency can be allowed without express approval of the Commission by majority vote.
6. **Retail Sales Items.** Any items produced specifically for resale, except where profits are reinvested in Sheridan Travel & Tourism programs. The only exception to this policy is promotional items, (t-shirts, caps, etc.).
7. **Gifts for Attendees or In-Kind Contributions.**



VIII. COMPLIANCE CRITERIA & PROGRAM GUIDELINES

1. **Project/Program Eligibility & Evaluation.** The STT Commission will evaluate all applications. The Commission will approve or disapprove individual applications and award funding by majority vote based upon review of general merit, cost, potential effectiveness and other pertinent factors. Primary consideration will be given to projects/programs which market events and destinations in the Sheridan area.

SPONSORSHIP APPLICATION GUIDELINES cont'd



VIII. COMPLIANCE CRITERIA & PROGRAM GUIDELINES cont'd

2. **Sheridan Travel & Tourism Logo/Credit.** Use of the STT Logo is **required** in print and other media advertising. All products produced with STT Grant Funding assistance will include "Funded in part by Sheridan Travel & Tourism www.sheridanwyoming.org" and be submitted for pre-approval by STT prior to printing. **Please contact STT for logo.**
3. **"Sheridan" Prominence.** The words "Sheridan, Wyoming" must be prominent in all advertising, literature, a/v productions and identifying signs on booths and displays at travel/trade shows.
4. **Vendor Preference.** Preference should be given to Wyoming vendors providing cost and quality are comparable.
5. **Project Records Compliance.** All records pertaining to the projects funded by the Sheridan Travel & Tourism Matching Funds Program shall be retained by the sponsor for a period of seven (7) years. Sheridan Travel & Tourism reserves the right to inspect the records of the sponsor for purposes of audit and/or compliance.



IX. BILLING DOCUMENTATION REQUIREMENTS

Final Report. A project evaluation summary, including data on the event, must be submitted to the STT Commission within 45 days of the last day of the proposed project. Failure to comply will jeopardize future grant requests.

- Product Samples, Ad Copy, Event Pictures, etc. shall be submitted with the Final Report
- Advertisements and flyers **proving clear and visible use of STT credit & logo** must be included
- Other documentation may be requested by Sheridan Travel & Tourism

Visitor Report. The visitor report is **due with the initial Sponsorship Fund Application** to include the "forecast". The Visitor Report "**actual**" is **due with the Final Report** upon completion of the project.

Failure to comply will jeopardize future Grant requests.