

FY2021 EVENT SPONSORSHIP REQUEST		PARK COUNTY TRAVEL COUNCIL Date Received: _____
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1. Name of Event _____
2. Organizing Entity _____
3. Address _____ E-mail _____
4. Contact Person(s) _____ Phone _____
5. Date(s) of Event _____ Location: Meeteetse Cody Powell Other
6. Location/Facility which will be used: _____

7. Will this event take place if the PCTC does not assist with funding? _____
8. Amount Requested from PCTC: \$ _____ Sponsorship award can only be used for promotion.
9. Number of anticipated attendees: _____
10. Entry/Admission Fee: \$ _____
11. List other funding sources _____
12. Is this the first year your organization has hosted this event? _____
13. **Please provide a one page description of the event, its history and advertising media schedule.**

*Accuracy in completing this request is essential as this will determine level of PCTC sponsorship. Organizers must complete an **Event Follow-up Report** within two weeks after the event.*

Event Sponsorship is given on a reimbursement basis. Request for Payment form must be completed and submitted with paid invoices to receive awarded reimbursement.

PCTC funding logo should appear on all event promotions.



Office Use Only:
 Amount Awarded \$ _____ Date Approved _____ Check No: _____
 Signature of Recipient of check: _____
 Printed Name _____

PCTC SPONSORSHIP REQUEST MEDIA PLAN/SCHEDULE							
PUBLICATION/DIGITAL/ ONLINE VENDOR	RUN DATES	DISTRIBUTION/ TARGET	AD SIZE	FREQUENCY	FULL COST	1/2 COST IF PARK COUNTY AD	FINAL REQUEST AMOUNT
EXAMPLE							
1. KZMQ Radio (BHRN)	JULY-2 wks	Bighorn Basin	:30	3 x daily	\$630.00	\$0.00	\$630.00
2. Thermopolis Independent Record	April 6, 9	Thermop, BH Basin	1/4 page	2x	\$132.00	\$0.00	\$132.00
3. Cody Enterprise	4 Editions	Park County	2 Column x 5"	1 x each edition	\$620.00	\$310.00	\$310.00
50% PCTC PAYMENT FOR CODY ENTERPISE AND POWELL TRIBUNE							

Event Sponsorship Guidelines:

Sponsorship Request applications must be received well in advance of event to allow for adequate advertising or coordination. Sponsorships are considered at each PCTC monthly meeting – the third Thursday of each month. Applications are due at the PCTC office no later than the second Thursday of each month. Sponsorships are awarded on a first come, first served basis.

1. Funds must be used for a special event utilizing a facility or facilities in Park County.
2. Event must be able to bring attendees from outside Park County and preferably spend the night.
3. Event must have a definite starting and ending date (no on-going programs).
4. Consider a “heads on beds” approach to funding. The larger the number of attendees, the higher the sponsorship level.
5. Preference will be given for events held August 15 through June 15.
6. An **Event Follow-Up Form** must be provided to the PCTC office within two weeks of the completion of the event. If one is not filed, the entity will not be considered for future event sponsorship.
7. Recognition should be given to the PCTC as a sponsor:
 - Hang banner in facility/field if possible
 - PCTC recognition in program as a sponsor
 - PCTC recognition on any merchandise (T-shirts, caps, etc.)
 - PCTC logo on promotional ads and materials
 - Announce PCTC as sponsor: “Sponsored in part by the Park County Travel Council; promoting Cody/Yellowstone Country as a vacation destination. Visit www.CodyYellowstone.org for information.”

The PCTC goal is to assist events allowing them to grow. Our sponsorship assistance is not intended to be ongoing and will likely be reduced each time a Sponsorship Request is considered for the same event.