

<p align="center"><b>FY2023 SPORTS/CLUB SPONSORSHIP REQUEST</b></p>		<p align="center"><b>PARK COUNTY TRAVEL COUNCIL</b></p> <p>Date Received: _____</p>
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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. List playing fields/facilities which will be used: \_\_\_\_\_

7. Will this event take place if the PCTC does not assist with funding? \_\_\_\_\_

8. Amount Requested from PCTC: \$ \_\_\_\_\_

9. Please indicate which category best describes your event:

- |   |  |
|---|--|
| ____ Regional School Team Sports/Event      | ____ State School Team Sports/Event      |
| ____ Regional Club/Association Sports/Event | ____ State Club/Association Sports/Event |
| ____ Special Event                          | ____ Other _____                         |

10. Number of anticipated participants: \_\_\_\_\_ Teams \_\_\_\_\_ Total Registrants/Contestants

11. Entry/Admission Fee: \$ \_\_\_\_\_ Number of anticipated spectators/attendees \_\_\_\_\_

12. PCTC sponsorship is for: *(Please circle)* Out-of-County Advertising and/or Facility Rental/Officials

13. List other funding sources \_\_\_\_\_

14. Is this the first year your organization has hosted this event? \_\_\_\_\_

**15. Please provide a one page description of the event and its history.**

*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.*

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Office Use Only:  
Amount Awarded \$ \_\_\_\_\_ Date Approved \_\_\_\_\_ Check No: \_\_\_\_\_

Signature of Recipient of check: \_\_\_\_\_

Printed Name \_\_\_\_\_

## **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 sporting events or a special event utilizing a facility or facilities in Park County.
2. Event must be able to bring teams/participants/spectators from outside Park County and preferably spend the night.
3. Event must charge an entry fee for teams/participants and/or admission for audience/spectators.
4. Event must have a definite starting and ending date (no on-going programs).
5. Consider a “heads on beds” approach to funding. The larger the number of anticipated spectators and teams/participants, the higher the sponsorship level. Consider scheduling out of town teams for early morning participation on the first day of the event. Consider championship games in the afternoon.
6. Typically, a one day event will receive from PCTC approximately \$300/day for advertising or facility costs. Exceptions can be made based on the merit of each event. PCTC funds are NOT to be used for food or Hospitality Rooms/Suites.
7. Preference will be given for events held August 15 through June 15.
8. 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. Please provide picture of PCTC banners displayed at your event.
9. **Recognition should be given to the PCTC as a sponsor:**
  - PCTC funding logo should appear on all event promotional ads and materials.
  - Display PCTC’s sponsorship banner at your event. Banner will be picked up and dropped off at 836 Sheridan Ave., Cody, WY.
  - Provide your social tags to PCTC prior to your event.
  - Tag #codyyellowstone on all social platforms during your event.
  - PCTC recognition on any merchandise (T-shirts, caps, etc.)
  - Announce PCTC as sponsor: “Sponsored in part by the Park County Travel Council; promoting Cody Yellowstone as a vacation destination. Visit [www.CodyYellowstone.org](http://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.

## **School Sponsorship Guidelines:**

All above guidelines apply for School Sponsorship Requests unless noted below.

School Sponsorship Request applications must be received one time for ALL events needing funding during the school year. Each event must have a Sponsorship Request form. School Sponsorships will be considered annually at the January PCTC meeting – the third Thursday of January. Applications are due at the PCTC office no later than the second Thursday of January. School Sponsorships are awarded on a first come, first served basis.

1. It is not necessary to charge an entry fee for teams/participants and/or admission for spectators.
2. Event must be regional or statewide.
3. Typically, a one-day event will receive from PCTC approximately \$100/day for facility or officials costs. Exceptions can be made based on the merit of each event.