**Sumner County Tourism (SCT)**

**Tourism Development 2023-2024 Sponsorship Application**

Please follow the SCT Sponsorship Program Guidelines to complete the application. A separate application is required for each project.

**ORGANIZATION INFORMATION**

Applicant Organization:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Director: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mailing Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_E-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization Type

( ) Non-Profit Organization\*

( ) For Profit Organization (Corporation, Limited Liability Company, Limited Partnership)

( ) Civic/Governmental Organization

( ) School/Educational Organization

( ) Other

*If Other Explain*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EVENT INFORMATION**

Name of Event/Project:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date(s) of Event:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location of Event:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Frequency: Annual / Bi-annual / Monthly / Special

Is Event “Free Admission”? Yes\_\_\_\_ No\_\_\_\_

Admission: List below admission prices

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Project work begins \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Project will be complete \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

month/year month/year

**SCT Sponsorship Funds Requested $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Application Organization Funds Provided $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total Project Budget $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Projected Attendance:\_\_\_\_\_\_\_\_\_\_\_\_\_Percentage from Outside Local Area:\_\_\_\_\_\_\_\_\_\_\_\_

Will participants be staying in local hotels? If so, please list:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Have you designated a host hotel for the event? If so, please list:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of years event has taken place: Total \_\_\_\_\_\_\_ In Sumner County\_\_\_\_\_\_\_

Attendance (best estimate unless known) and location for last three years:



**Insurance Information**

Do you have liability insurance coverage for this event? Yes ( ) No ( )

Name of Insurance Agent\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Insurance Company\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Will you list Sumner County Tourism as an Additional Insured? Yes ( ) No ( )

(For Sponsorships of $5,000 or more this is a requirement.)

**Project Category *(check all that apply):***

€ Website or video production € Radio or TV Ad € Newspaper or magazine ad

€ Brochure or printed material € Billboard € Exhibits, shows, conventions

€ Event or festival production € Signage € Site or interpretive development

€ Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Provide a project description:

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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1. Identify the project’s target audience and potential for economic return for Sumner County over the next four years of the project (e.g., new/additional room nights, economic impact, etc.) Please be specific.

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1. Outline the project’s marketing plan.

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1. Identify methods for tracking and measuring the project’s success, if any.

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1. Itemize a project budget (or attach an itemized budget).
2. Paid Media

Newspaper advertisements $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Magazine advertisements $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Radio spots $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Television advertisements $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website advertisements $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Billboard advertisements $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Agency fees $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TOTAL Paid Media $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Printed Materials

Printing $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Postage $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Agency fees $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TOTAL Printed Materials $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Event Production

Entertainment $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TOTAL Event Production $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Attraction Development

Historical Markers $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TOTAL Attraction Development $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TOTAL BUDGET (total of a, b, c, d) $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

All information supplied for this application is true and correct. I understand the SCT Sponsorship Guidelines and will abide by the terms should this request for funding be approved (all or in part).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature and Title Date

**Send completed application and supporting documentation to:**

Sumner County Tourism

ATTN: Zoe Greene, Executive Director

2310 Nashville Pike

Gallatin, TN 37066

**REQUIRED ATTACHMENTS**

Please include the following:

€ Documentation of non-profit status\*

€ Promotional plan *(if applicable)*

€ Copies of prior year’s promotional materials, etc*. (if applicable)*

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**