



## **Festival and Event Sponsorship Program Application**

Experience Greenbrier Valley developed the Greenbrier Valley Festival and Event Sponsorship Program (GVFESP) to provide social media marketing and advertising assistance to festivals and events that enhance the image of the Greenbrier Valley as an attractive destination for visitors. Festivals or events should focus on increasing awareness, attendance, visitor spending, and driving overnight stays in Greenbrier County. Online applications for this program must be submitted at least sixty (60) days before the event starts.

**Name of Festival or Event:**

**Event Date(s):**

**Name of Organization(s) hosting event or festival**

**Project Coordinator:**

\*Please note that Experience Greenbrier Valley will only communicate with the project coordinator regarding funding awards, advertising guidelines, reimbursement procedures, and final payment.

**Email:**

**Address:**

**Phone Number:**

**Website (if applicable):**

**Describe the Festival or Event:**

**Explain how the event or festival increases visitor spending and overnight visitors.**

Preference will be given to those who demonstrate an effort to draw outside visitors and overnight guests.

**How will you measure the festival or event's success?** If this is a repeat event, explain the previous year's results.

**Funding Request:** Applicant may apply for up to \$1,000 in social media advertising reimbursement per project. (Events that are multi-day, drive overnight room demand, and have a significant economic impact may be considered for additional funding.) The applicant may apply only once annually for the same project.

**Amount Requested:**

**What social media platforms will the organization utilize for the grant funding?**

**Explain why this social media was selected and the markets you plan to target.**