



Washington County Tourism Commission Sponsorship Funding

The Washington County Tourism Commission offers sponsorship funding to help fund events and projects that enhance tourism within Washington County. Through this program, we aim to promote local initiatives that contribute to the tourism growth of the county. This program is funded through the Innkeepers Tax and is available to both nonprofit and for-profit organizations to strengthen the county's tourism. Nonprofits often enhance tourism by preserving cultural, historical, or natural assets, offering community-focused events, and providing an enriched visitor experience. For-profits more directly impact tourism by developing attractions, events, and services that increase overnight stays and drive visitor spending. By funding both sectors, the program ensures a balanced, diverse, and sustainable approach to growing tourism in our county.

Eligibility Criteria

- Nonprofit Organizations whose events/projects directly or indirectly impact the county's tourism appeal in Washington County.
- For-Profit Organizations in Washington County whose activities directly impact the county's tourism.
- Municipalities: Local government entities, such as cities and towns, that are planning or hosting tourism-related initiatives.

Guidelines for requesting Sponsorship Funding:

Sponsorship Funding will be considered if the project or event has an impact on tourism such as attracting visitors to the county, possibly increasing overnight stays and benefits the county's tourism infrastructure.

Submitting an application does not guarantee sponsorship funding. The event/project should not be dependent upon receiving sponsorship funding in order for it to occur.

This sponsorship may be used for the following: media placement, advertising (traditional, digital & social media), creative development, social media boosted posts, photographers, videographers, influencers, social media take overs, musical acts, performances, culinary experiences, immersive experiences.

All events/projects must be held in Washington County with the opportunity for the general public to attend. Ticketed events/projects are acceptable.

The event/project must be promoted within and beyond Washington County.

The sponsorship funding application must be completed using the on-line link. Paper submissions are not accepted.

Deadline for submitting the online application is 3 months before the date of the event/project.

A budget with copies of estimated expenses/invoices must be submitted with the online application.

A sample of event/project advertisements, press releases, brochures and other promotional material must be submitted with the sponsorship application.

Significant alterations to the event/project after sponsorship funding approval will require review of the application by the WCTC.

Failure to complete an event/project will result in full reimbursement of dispersed funds back to WCTC within 30 days. *

*If event/project is cancelled but rescheduled within the calendar year, the Commission would consider the sponsorship funding valid for that year.

If funds are not utilized during the calendar year, they must be returned to WCTC within thirty (30) days.

Funds are intended to be spent within the calendar year and should not be saved for other events/project or for future use. Funds should only be spent for only the event/project it was applied for.

If this is a first-year event/project and current materials are not available, a detailed marketing plan is required for submission. Marketing plan specifics must be adhered to.

The WCTC logo and website information must be featured on all printed promotional pieces. WCTC must be tagged and listed as a sponsor on social media posts, digital advertisements, event signage and your website for the event/project awarded funding. All final photos and videos created with sponsorship funds should be available to the WCTC for marketing purposes in perpetuity.

The WCTC should be provided a physical space at the event/project for a booth, table or similar set-up, if requested by WCTC, and if applicable to the event/project.

An organization may apply for sponsorship for the same event/project in multiple years; however, the event/project must show growth from year to year. Amount of funding may decrease each year as the event/project should be growing to be self-sufficient.

Sponsorship funds are only distributed to organizations, not individuals. An organization's Tax ID number must be included with the application.

The WCTC may contract for the event/project to be professionally surveyed or engage in professional questioning of attendees to determine the visitor perception of the event/project. The WCTC will contact organizers at least 30 days in advance to make arrangements for times and locations.

If sponsorship funding is awarded, it is the organization's responsibility to submit copies of all required permits, licenses, etc. for the event/project and a copy of the Certificate of Liability Insurance indemnifying the WCTC, Commission members and staff from claims for the specific event/project. These are required thirty (30) days prior to the start of the event/project. These copies may be submitted with the online application or to the Commission at a monthly meeting thirty (30) days prior to the event.

The organization must submit a list of board members along with anyone who is authorize to submit a request and who is authorized to spend funds. Also, include contact information with the online application. The WCTC may request a presentation from your organization prior to funding being approved. This would be for clarification if the Commission has questions about your event/project. If so, you will be asked to attend a WCTC meeting.

If awarded sponsorship funding; within thirty (30) days of the conclusion of the event, your organization must submit an event/project recap, along with copies of paid invoices of items requested for sponsorship funding, in person at the WCTC meeting. Failure to provide summary could negate future funding consideration.