

Laramie Area Visitor Center
GUIDELINES FOR ADVERTISING/MARKETING AND SPONSORSHIP GRANTS
www.visitlaramie.org

Albany County Tourism Board
(referred to as board)
210 E. Custer, Laramie, WY 82070 307-745-4195 Fax: 307-721-2926
director@visitlaramie.org or admin@visitlaramie.org

Grant /Matching Funds Overview

The purpose of the Albany County Tourism Board (ACTB) is to provide for the promotion of travel and tourism within the various areas of Albany County.

The goal of the grant process is to assist Albany County non-profit organizations with events designed to generate overnight stays in Albany County lodging facilities.

Grant/Matching Funds Categories

1. **Support Grants/Matching Funds** are for applicants whose primary use will be for advertising materials
2. **Event Grants/Matching Funds** are for applicants that need funding to support the costs of holding an event but not limited to only advertising costs.

Grant/Matching Funds Deadlines

All grants must be turned in 3 months prior to the event date (i.e.: Event date 9/1/08, Grant deadline 6/1/08). The deadline can be changed with notification to the LAVC staff regarding special circumstances that might exist.

All grant applications must be submitted with 10 copies of the grant and attachments. Applicants only need to submit 1 copy of the bylaws, articles of incorporation and a list of bylaws.

All grant decisions of this board can in part be based on:

- Number of participants from outside of Albany County
- Number of room nights generated
- Estimated economic impact on the area as a whole
- Opportunity to maintain and grow the event in Albany County on an annual basis
- Sufficient number of hotel rooms available on the event date(s) (Please refer to www.visitlaramie.org/events to see if the event date(s) conflict with other scheduled events
- Additional outside funding sources
- Need for grant funding
- Review of applicants budget

Eligibility: Grants/Matching Funds are available to Albany County non-profit organizations which have projects/events/programs that promote tourism in Albany County. Grants/Matching Funds for profit organizations will be considered on a limit basis. Organizations using matching funds from another entity or the private sector will be given special consideration. A copy of those pledges and or funding sources must be submitted with the application.

Required LAVC Recognition: The board will require recognition for its financial participation as follows:

- Audible identification as the Laramie Area Visitor Center, and/or the words “Laramie-Live the West” on radio advertising
- Logo and/or audible identification as the Laramie Area Visitor Center on television
- Logo, 800 number and website address for visitor information in print media, including brochures, posters, promotional flyers or registration forms, magazine and newspaper advertising
- Link and logo on websites
- Listing on credits for audio-visual presentations
- Logo on billboards
- Banner at the event site
- Page in program to promote local attractions or future events
- Hats or other identifying apparel
- Logo on tee-shirts if sponsors are recognized in this way
- Any other considerations/benefits the organization provides investors or sponsors at the same level of investment

(LAVC will provide applicants with the appropriate materials for recognition upon application approval.)

All Grants

The board will consider the following mediums eligible for all Grants:

- **Brochures**
- **Posters and Promotional Flyers**
- **Billboards**
- **Magazine advertising**
- **Newspaper advertising**
- **Radio advertising**
- **Travel Trade Shows** (booth fees, registration fees and material production)
- **Websites**
- **Audio-Visual Presentations**
- **Event Stationery**
- **Event Registration Forms**
- **Entertainment at Event**
- **Speakers/Presenters at Event**
- **Rental Equipment for Event**
- **Event Space Rental**
- **Event Programs**
- **On-site Event Brochures**
- **On-site Event Posters**

- Refreshments (food and/or non-alcoholic beverages) at Event
- Room and board for speakers, presenters, or entertainers
- Site visits
- Rented portable advertising displays

Costs specifically **EXCLUDED** from Grant/Matching Funds are:

- Purchased of equipment
- Permanent structures (i.e. Buildings)
- Administration
- Event programs for on-site use only or sold for profit
- Alcoholic beverages
- Expenses of commitments made prior to project/event/program approval by the ACTB
- Any non-budgeted expense which is not presented in the budget
- Sales items except for those items where profits are reinvested in the program and used for further Albany County Tourism Promotion.

Occupancy Tracking Methods

- Events that have a registration or mail invitations to attendees will be provided with a Guest Room Tracking Coupon. The Coupon is to be given out to all attendees; the attendees will present the coupon to their hotel/motel/BB/guest ranch/campground front desk. The committee hosting the event will be responsible for picking up the coupons from the hotels/motels/BB's/guest ranch/campgrounds once the event is completed to determine, to the best of their ability, the number of rooms used during the event.
- Events that do not have registration will be provided with a Guest Room Tracking Survey. The survey will have all the hotel/motel/BB/guest ranches with their phone numbers. The committee hosting the event will be responsible for calling all of the hotel/motel/BB/guest ranch/campgrounds once the event is completed to determine, to the best of their ability, the number of rooms used during the event.

Procedures

Applicants submitting their application by the deadline may be provided an opportunity at the board meeting to address their application. The applicant will receive notification by phone or email of the board's decision. All materials developed with grant funds shall be presented to the Laramie Area Visitor Center for approval prior to press run or production. Funds will be disbursed upon completion of the project and receipt of the Project Report. In very rare instances and at its discretion, the board may disburse funds to an applicant either upon project approval or as needed to implement the project. In these instances the applicant will agree to enter into a legal agreement with the board for proper follow-up reporting.

Reporting

Within **60 days** of completion of the project/event, the applicant will submit to the satisfaction of the board:

- Completed Project Report and Evaluation Form (included with application)
- Copies of all advertising utilizing the LAVC logo
- Invoice and proof of payment for expenditures

- Other materials produced with the cooperation of the ACTB
- Final budget of the event

The board may, at its discretion, consider the grant application null and void if the applicant does not submit the Project Report to the LAVC within the reporting time frame.