



**Visit Cleveland Mississippi  
Event Sponsorship Opportunity**

Applicant's Name (s) \_\_\_\_\_

Name of Entity \_\_\_\_\_

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

Address \_\_\_\_\_  
\_\_\_\_\_

Are you a 501c 3 Non Profit \_\_\_\_\_ Yes \_\_\_\_\_ No

**Event Information :**

Event Name \_\_\_\_\_

Dates of Event \_\_\_\_\_ Time \_\_\_\_\_

Website \_\_\_\_\_

Facebook / Social Media \_\_\_\_\_

Description of Event (attachments) \_\_\_\_\_  
\_\_\_\_\_

Total Proposed Budget \_\_\_\_\_ Est. Number of Attendees \_\_\_\_\_

Do you expect your event to draw overnight visitation? \_\_\_\_\_ How many overnight visitors estimated \_\_\_\_\_

Source of Event Funding Estimated (Proposed). How are you going to fund this event as listed below?

1. Admission \$ \_\_\_\_\_

2. Donations \$ \_\_\_\_\_

3. Sponsors \$ \_\_\_\_\_

4. Grants. \$ \_\_\_\_\_

5. Other \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

How many years has your event taken place? \_\_\_\_\_

Is this an annual event? \_\_\_\_\_

All information supplied for this entire application is true and correct. I understand the Cleveland Tourism Commission Sponsorship Program guidelines and I will be responsible for the project's compliance therein.

\_\_\_\_\_  
**Applicant Signature**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Date**



# VISIT CLEVELAND MISSISSIPPI

## 2021 FESTIVAL / EVENT SPONSORSHIP GUIDELINES

### Purpose and Goal

**The purpose of the Visit Cleveland Sponsorship Program is to support, foster and promote PUBLIC events or projects that attract visitors from outside of Cleveland to overnight and dine locally.**

### Requesting Funds

1. Application should be submitted 30 days before the event to be presented at the next board meeting.
2. Events occurring between April 2021 and September 2021.
3. Funding may be requested for purposes of advertising, marketing and promotion of the event.
4. All advertising, marketing, and promotion paid for through the grant must use the Visit Cleveland logo and/or appropriate phrase unless otherwise preapproved. The appropriate logo may be obtained from the Visit Cleveland office.

### Guidelines

1. Event budget must be submitted with application.
2. Advertising through paid media including print advertising, radio, billboards and television must provide a media schedule.
3. Cleveland Tourism will pay only up to the authorized amount of the sponsorship and is not responsible for payment over the amount.
4. Funds approved for the event must be spent on the purpose stated in the Sponsorship Application.
5. The sponsorship program is a reimbursable program.
6. Sponsorships range from \$250-\$1500

### Final Report

1. The grantee will be held accountable for all monies awarded and for submitting documentation verifying all expenditures.
2. The grantee must submit the **final report to the Visit Cleveland tourism director within 45 days of the conclusion of the event** on the attached Expense Form. Failure to submit a complete final report may result in the forfeiture of the award. All advertising material must be attached.
3. Final report must include a copy of the invoice, copy of the advertising and a copy of the canceled check.
4. All advertising must include required logo and/or appropriate phrase unless preapproved.
5. Events with larger overnight draw will be given higher consideration. Monies will be based on expenditures of the event/festival.

All questions regarding the Event Marketing Sponsorship Program should be directed to Visit Cleveland Director at 662-843-2712 or [info@clevelandmschamber.com](mailto:info@clevelandmschamber.com).

**Applications :** Visit Cleveland Mississippi must receive all applications and supporting documents on or before 30 days prior to event. Copy may be submitted by mail or in person at 101 South Bayou Ave. Cleveland, MS 38732

**VISIT CLEVELAND Media Schedule/ Expense Form**

Specifically outline each form of advertising and promotion that you used. Name each publication or form of media, size of ad, length of radio or television spot, billboard, social media, etc. Include the dates that the advertising will run / or ran and the actual ad cost. Use additional sheets if necessary.

Please include copies of all invoices.

Publication or other form of advertising	Size of ad, placement of billboard, spot length, social buy	Run dates	Actual ad cost	Type of Marketing: Print, radio, poster, postcard, billboard, social media, television, etc.

**All information supplied for this entire application is true and correct. I understand the Visit Cleveland Sponsorship guidelines and I will be responsible for the project's compliance therein.**

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date