



## **Jackson Hole Travel and Tourism Board**

### 2021-2022 Event Sponsorship Application Guidelines

Thank you for your interest in receiving event funding from the Jackson Hole Travel & Tourism Board.

Please fully complete [this questionnaire](#) and **submit by April 1, 2021 at 5 pm.**

*Note: Only complete applications will be considered. No additional information beyond what is requested will be reviewed or accepted. Late applications will not be considered.*

**About Jackson Hole Travel and Tourism Board:** *The Jackson Hole Travel & Tourism Joint Powers Board is a volunteer board appointed by the Jackson Town Council and Teton County Board of Commissioners to oversee the use of the tourism promotion funds appropriated by the lodging tax. The JHTTB is dedicated to developing a healthy and vibrant fall, winter and spring economy that preserves our natural capital and enhances the well-being of our community. Please note that ALL vouchers may be subject to an audit.*

**Please note these important limitations:** *TTB shall only reimburse for monies spent on staging of the event, event promotion and/or marketing expenses of the Event. TTB cannot fund or reimburse for any expenditures related to capital expenses. **Lodging Tax funds cannot be used to reimburse for any alcohol expenses.***

**Some examples for ways to utilize the grant funding are the following:** *Print or digital advertising; social media; graphic design; promotional brochures; staging of event which includes event production; purse to encourage out of town competitors, shirts or other branded material, and/or wages for PR/Marketing/Social Media time. If you have ANY questions about what can be funded, please contact Britney Magleby at [britney@jacksonholechamber.com](mailto:britney@jacksonholechamber.com)*

**The JHTTB will only accept proposals for the following dates:**

*Fall Events – September 25 thru December 20<sup>th</sup>, 2021*

*Winter/Spring Events - January 1<sup>st</sup> thru June 4<sup>th</sup>, 2022*

Fall events will be notified of awarded funds following the May board meeting (per approval of the budget per the Joint Powers Board). Spring events will be notified of awarded funds after the October board meeting.

**Below please find the categories that are eligible for funding:**

**1) Community Character Program**

Sponsorships up to \$5,000

This program is intended to support events that contribute to the distinctive character and vibrancy of our community. These events may not be the reason why visitors choose to come to our destination, but they will help to make the visitors' experience memorable and unique and increase word-of-mouth promotion and return visitation. Priority consideration will be given to events which:

- are expressive of Jackson Hole's heritage, including cultural traditions, history and distinctive character;
- contribute to Jackson Hole's appeal to visitors, expanding the calendar of events available to visitors with diverse interests and expressing our community's creativity and vitality; and/or

## **2) Sports Events Program, (Including Youth)**

Sponsorships up to \$20,000 depending on number of attendees

Teton County has a growing reputation as a location for sporting events. This program recognizes the economic benefits of these activities as well as their value as part of our identity as a family-friendly destination. Priority consideration will be given to events which:

- attract 100 or more attendees;
- have proven potential to recur on an annual basis;
- bring participants for stays of two nights or more.

However, organizations are also encouraged to apply if their event does not meet these priority criteria. This program is also seeking to help develop promising new events in this category. The amount of the award will depend upon the proven number of participants.

## **3) Major Events, Festivals and Coordinated Events Programs**

No maximum amount

This program is intended to support the development and growth of major special events for Teton County. This program supports special events that have the demonstrated potential to attract overnight visitors in numbers substantial enough to have a significant economic impact on Teton County. Events receiving these awards will be required to coordinate marketing efforts with other events occurring during the same time period. Events receiving these awards will also be required to cooperate with Teton County's Central Events Committee (formed by the Teton County Travel & Tourism Board) to explore other ways to maximize positive impacts for the community. These dates have been selected to direct limited funding toward those periods of time most in need of increased numbers of visitors.

## **4) Legacy Events Program**

No maximum amount

This program is intended to support the development, growth and sustainable events in Teton County. This program supports special events that have the demonstrated potential to attract overnight visitors in numbers substantial enough to have a significant economic impact on Teton County. Events receiving these awards will be required to coordinate marketing efforts with other events occurring during the same time period. Events receiving these awards will also be required to cooperate with Teton County's Central Events Committee (formed by the Teton County Travel & Tourism Board) to explore other ways to maximize positive impacts for the community. Legacy Events must have the following criteria:

- Event must be in existence for 10 years or more;
- Event must focus on activities/competition central to the Jackson Hole brand. (ie Adventure sports; Western Heritage; Conservation; Art);
- Demonstrated both local and visitor participation.