



TUOLUMNE COUNTY VISITORS BUREAU  
Matching Marketing Funds/Sponsorship Program

The Tuolumne County Visitors Bureau (TCVB) has a long history of supporting non-profit and for-profit events within Tuolumne County either through matching marketing funds or through sponsorships. The TCVB Matching Marketing Funds/Sponsorship Program (“Program”) creates a formal avenue in which to support local events or other tourism marketing activities by reinvesting TCVB marketing dollars into those activities that support the TCVB mission and meet criteria as set forth by the TCVB. The Program is designed to support countywide promotional opportunities that bring new and returning visitors to Tuolumne County.

The Program is intended for events and marketing campaigns that attract out of town visitors, drive overnight stays of all types, generate a positive economic impact midweek and during off-peak times in addition to enhancing overall experiences for both visitors and locals. Applicants may request up to \$2500. Amounts needed over \$2500 will be considered by the TCVB Board on a case by case basis.

**Timing for Requests**

Requests for funding must be received by February 28th for events or campaigns taking place the following July through December. Requests must be received by October 31<sup>st</sup> for events taking place the following January through June. Send requests to Lisa Mayo, TCVB Executive Director: [lisa@gotuolumne.com](mailto:lisa@gotuolumne.com).

**Criteria Considered for Program**

*Any approved events or campaigns shall comply with, and be evaluated with the following requirements:*

1. Support multi-day stays that encourage mid-week and off-peak visitation to Tuolumne County
2. Be conducted by a Tuolumne County based organization
3. Attract new and repeat visitors
4. Events shall take place in Tuolumne County
5. Campaigns shall promote Tuolumne County
6. Create awareness of, and/or have positive economic impact to, Tuolumne County
7. Strengthen the TCVB Brand; use the TCVB logo in event/campaign advertising
8. Strengthen the overall sustainability of tourism in Tuolumne County
9. Creates opportunities to alleviate traffic during peak tourism times for the benefit of both residents and visitors

**Trial Matching Marketing Funds/Sponsorship Program Applicant Requirements**

An applicant seeking Program funding shall include the following with their request:

1. A marketing plan and budget showing how TCVB funds will be reinvested (include requested amount. Funds must be used for marketing, not facilities, infrastructure, overhead or salaries and the organizations financial and/or in-kind match to make it a “partnership marketing” program).

2. A description of how the event or campaign complements the TCVB's mission and vision
3. A description of the demographics of event attendees or the targeted demographic of a campaign
4. Statement that demonstrates the estimated return on investment from the event or campaign
5. The applicant shall consider input from the TCVB making it a partnership on content, format, style and strategy (as applicable).
6. Upon receipt of the application, the TCVB shall forward it to the TCVB Board of Directors for review.
7. The TCVB Board of Directors may or may not request an in-person presentation.
8. The applicant will be notified of the outcome via phone call and/or email. If the application is approved, funds will be distributed as appropriate.

*Annual funding should not be assumed. If multiple events are requested by the same promoter, each will be submitted separately for evaluation and funding allocation.*

**Follow-Up Evaluation for Events and Campaigns - Applicant shall include a written report outlining:**

**For events**

1. Number of attendees at event broken down by in-county and out-of-county
2. Room nights generated
3. Money raised at the event (gross and net)
4. Estimated economic impact to Tuolumne County
5. How Tuolumne County was promoted through the event
6. Plans for the future of the event

**For other tourism marketing activity (i.e. campaigns, promotions)**

1. Visitor response to campaign
2. Estimated economic impact to Tuolumne County
3. Room nights generated
4. Phone calls or other inquiries generated
5. Ideas campaign expansion and future campaigns

Please contact Lisa Mayo with any questions: [lisa@gotuolumne.com](mailto:lisa@gotuolumne.com), 209-533-4420