

FRANKLIN COUNTY DESTINATION EVENT SPONSORSHIP PROGRAM

INTRODUCTION

The Franklin County Destination Event Sponsorship Program (DESP) is funded through Franklin County occupancy tax revenues and managed by the Franklin County Local Development Corporation (FCLDC) and designed to offer direct financial sponsorship. Awards will be between: \$250 - \$1,000 (based on event attendance, impact, and need).

The goals of this program are:

- Motivate repeat visitation to Franklin County. *Events are proven to be an effective way for visitors to form an emotional connection to a destination resulting in repeat visitation.*
- Increase overnight stays in Franklin County
- Keep Franklin County competitive with other destinations.

PROGRAM INFORMATION

- DESP is available to events open to the public in Franklin County.
- DESP is available to events that seek to build upon historical, musical, artistic, culinary, agricultural, recreational and/or cultural traditions of Franklin County and hold the reasonable potential to attract non-county visitors.
- DESP is a way for Franklin County to support events that provide so much for residents and visitors alike – more often than not, on a shoe-string budget.

APPLICATION INFORMATION

- DESP will only be considered upon receipt of a complete application.
- DESP is available on a first-come, first-serve basis.
- DESP applications must be received at least 30 days prior to the event.
- DESP will only be awarded to events that occur within 12 months (of application submission date).

ELIGIBLE EXPENSES

- Expenses related to the planning and implementation of the event. Including but not limited to venue fees, equipment, posters, merchandise, print ads, and digital ads.

DELIVERABLES

- Post-event report submitted no later than 30 days after the conclusion of your event.
- Event must include reference to the source of DESP funding as a sponsor (to be provided by FCLDC).

EVALUATION CRITERIA

- Does the event directly enhance the experience of visitors?
- Does the event build upon historical, musical, artistic, culinary, agricultural, recreational and/or cultural traditions of Franklin County?
- Does the event have potential for growth in the number of out of county and/or overnight attendees?
- Does the event result in additional business in the community or in Franklin County?