



Festival and Event Sponsorship Program

The Greenbrier County CVB developed the Greenbrier Valley Festival and Event Sponsorship Program to provide **social media advertising** assistance to festivals and events that enhance the image of the Greenbrier Valley as an attractive destination for visitors. Events should focus on driving overnight stays and increasing awareness, attendance, and visitor spending in Greenbrier County.

Program Overview

Eligible projects must be tourism-related festivals or events that enhance the Greenbrier Valley's image as a visitor or group destination, drive overnight stays, and increase the economic impact in the Greenbrier Valley. Any group (two or more businesses) or a nonprofit organization hosting an event in Greenbrier County may apply.

Applicants may apply for up to \$2,000 in social media advertising reimbursement per project. Multi-day events that drive overnight room demand and have a significant economic impact may be considered for additional funding.

The applicant may apply only once annually for the same project. Funding may be awarded for less than the requested amount, depending on the number of applications received. An organization may apply for multiple projects, but they must be submitted on separate applications.

If the applicant applies for multiple events simultaneously, the applicant must prioritize the events. When the committee reviews applications, for example, if two events by the same applicant are being reviewed and funding is only available for one, the committee will know which application is most important.

A committee of board members and Greenbrier County CVB staff is responsible for reviewing all applications and awarding all funding.

Application Process

The application should demonstrate how the event positively impacts the Greenbrier Valley and is a driver for overnight visitation. **The application must be completed online.** The committee will not consider an incomplete application. **No paper applications will be accepted.**

The application must be submitted 60 days before the event. A committee of board members and Greenbrier County CVB staff will approve or reject the application within 30 days of the event.

Requirements

The project should be promotional to increase visitor attendance at an event and increase occupancy at Greenbrier County lodging properties. Paid social media must target markets **outside a 50-mile radius** to be eligible for reimbursement.

Only paid advertising on social media platforms will be considered for this program.

Allowed social media platforms:

- Meta (Facebook, Instagram, Threads, WhatsApp)
- X (formerly Twitter)
- Other platforms may be considered.

The Greenbrier County CVB will provide a branded banner frame for your ad content to be used with all social media advertising.

The event advertising must include the Greenbrier County CVB branded banner, or the project will be denied reimbursement.

If your ad directs people to a landing page for the event, you must provide a backlink to www.greenbrierwv.com

This program does not fund administrative expenses, website development, agency fees, graphic designer fees, or general operations.

Reimbursement Procedures

Reimbursement must be submitted within 60 days after the event's last day. A committee of board members and Greenbrier County CVB staff will review it within 30 days of submission for reimbursement.

The request must be complete and include the following:

- Final Report Form (provided by the Greenbrier County CVB.)
- Screenshots of:
 - social media ads with banner
 - proof of backlink to greenbrierwv.com.
 - targeted audiences outside of a 50-mile radius
- All applicable invoices. (Greenbrier County CVB will not accept direct billing from vendors.)
- Proof of target markets and total impressions from granted social media placements.
- Reimbursement requests must be emailed to Delilah Dixon – ddixon@greenbrierwv.com.
- Payment will only be made to the organization and delivered to the Project Coordinator listed on the grant application.