



The Greenbrier Valley Festival and Event Sponsorship Program (GVFESP) was developed by the Greenbrier County Convention & Visitors Bureau (GCCVB) to provide marketing and 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, increasing awareness, attendance and visitor spending in Greenbrier County. This program has two grant cycles per calendar year, January and June.

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.

An applicant may apply for up to \$2,000 in direct advertising or promotional materials funding reimbursement per project. Events that are multi-day, 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.

Those eligible to apply for funding include any group (two or more businesses) or a nonprofit organization hosting an event in Greenbrier County.

Funding may be awarded for less than the requested amount, depending on the number of applications received and the marketing initiatives outlined.

An interactive educational webinar will be held three weeks before the application deadline.

Participation in the webinar and an in-person presentation of your application are MANDATORY. The webinar will provide opportunities to ask questions regarding the program.

The application should demonstrate how the event will increase overnight visitation to Greenbrier County. Preference will be given to applicants who are cost-sharing or seeking other funding sources for event support.

A committee of GCCVB board members, tourism partners and GCCVB 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. A complete project budget must be included with the application. The application must be completed online. The committee will not consider an incomplete application. **No paper applications will be accepted.** Greenbrier Valley Festival and Event Sponsorship Program applications can be found [here](#).

This program operates on two funding cycles for events occurring in 2023 through March 2024. Review the timeline for each application cycle. Your event must take place after the award date. The grant cycle for 2023 is as follows:

Cycle One	Cycle Two
January 4 – applications become available	May 25 – applications become available
January 10 – program information webinar hosted by the GCCVB	June 1 – program information webinar hosted by the GCCVB
February 1 – applications are due by 5 p.m. This is a strict cutoff. Applications will no longer be accessible after 5 p.m.	June 30 – applications are due by 5 p.m. This is a strict cutoff. Applications will no longer be accessible after 5 p.m.
February 15 – application presentation to the committee	July 12 – application presentation to the committee
February 17 – funding award date	July 17 – funding award date

The GCCVB has sole and final approval in granting these funds. Projects that meet all the qualifications will be notified within three weeks of the application deadline of the award decision. If approved, the project coordinator will receive the Greenbrier Valley logo package and guidelines for acceptable reimbursement uses.

Requirements

The project should be promotional to increase visitor attendance at an event and increase occupancy at Greenbrier County lodging properties. Advertising and distribution methods must target markets outside

of a 50-mile radius to be eligible for reimbursement.

Local advertising (media that is focused within the 50-mile radius) are not eligible within this program.

Advertising and Promotions Options

- Promotional materials
 - Rack cards, posters, postcards
- Internet
 - Display, native or video ads
 - Social Media
 - Meta (Facebook and Instagram)
 - Twitter
- Broadcast, Radio or Streaming
- Print ads

The following verbiage shall be included in all press releases "Sponsored in part by the Greenbrier County Convention & Visitors Bureau."

Greenbrier County Convention & Visitors Bureau must be listed as a sponsor where sponsors are recognized, including written materials and signage as appropriate.

If utilizing GCCVB funds for promotional materials or print ads, the Greenbrier Valley logo must appear on printed items.

If display, native or video ads are used, the Greenbrier Valley logo must appear on the website's home page with a backlink to greenbrierwv.com.

If utilizing social media, all advertising must run as **Branded Content** or include the Greenbrier Valley Logo on the images or video used for the ad. Learn more about Branded Content **here**. Reimbursement will only be awarded to **Facebook Pages** and **Instagram Business Accounts**. To make sure accounts comply, review Meta policies.

Broadcast, streaming and radio advertisements must include either "Sponsored in part by the Greenbrier County Convention & Visitors Bureau." or the Greenbrier Valley logo.

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

The funding application includes a beginning and ending project date. The period of service for all submitted invoices must fall within the beginning and ending dates of the application. The beginning project date may not come before the application's approval date.

Recipients who fail to meet the above requirements risk losing reimbursement. A guideline packet will be sent to every recipient. If there are questions beyond that, don't hesitate to contact Delilah Dixon at

(304) 645-1000 or ddixon@greenbrierwv.com.

Each project must select one person to be the project coordinator and primary contact. The GCCVB will only communicate with the project coordinator regarding funding awards, advertising guidelines, reimbursement procedures and final payment.

Project coordinators are strongly encouraged to send all creative to Delilah Dixon for review before placement to ensure correct logo usage.

Reimbursement Procedures

1. The organization must submit its reimbursement request within 60 days of the ending project date noted on the application.
2. Only one reimbursement request is permitted per application. It must be complete and include the following:
 - a. A final report (GCCVB provides report forms)
 - b. All applicable advertising showing proof of placement
 - i. Sample of promotional materials printed
 - ii. Screenshot of internet ad and/or copy of video
 - iii. Screenshot of social media ads
 - iv. Copy of broadcast, radio or streaming ad and log of placement
 - v. Tearsheet of print advertising
 - c. The GCCVB will not accept direct billing from vendors.
 - d. Final invoice amounts must match or be less than those listed in the application media breakout. Funds are capped at the awarded amount.
 - e. Reimbursement requests must be emailed to Delilah Dixon – ddixon@greenbrierwv.com
 - f. Payment will only be made to the Organization and delivered to the Project Coordinator listed on the grant application.