



# 2021 Visit Marshall County Sponsorship Application

## Guidelines & Requirements

Visit Marshall County has allocated funding for the marketing and hosting of an event or for exhibiting positive tourism potential within Marshall County. These funds are to assist qualified organizations with the promotion and hosting of tourism activities striving to directly increase hotel-motel occupancy and create positive image building publicity for Marshall County.

**\*Every effort will be made to fund as many successful applications at some level**

## Application Guidelines

- Event **must** take place between February 1-December 31, 2021
- Multiple submissions can be submitted by the same agency, however, only **one** submission per event.
- All events **must** be held within Marshall County and open to the public.
- Visit Marshall County **must** be given recognition as an event or promotional **sponsor**, have our website linked on your event &/or organizations home page.
- No event can be political in nature or focus and the event cannot promote lodging facilities located outside of Marshall County
- If for any reason beyond your control, you cannot complete the event/project or the event/project dates change from the original calendar year, both reimbursement/sponsorship and future funding opportunities may be jeopardized if Visit Marshall County is not notified in a timely manner
- Nonprofits (Not-For-Profits) and For Profit entities are encouraged to apply.

**\*\*SPONSORSHIP APPLICATIONS WILL BE ACCEPTED UNTIL OCTOBER 31, 2021\*\***

*Visit Marshall County*  
108 N Michigan St. Plymouth, IN 46563  
574.936.1882

Name of Organization: \_\_\_\_\_

Are you a Nonprofit or Not-for-Profit Organization?  YES  NO

Address: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of Event: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Description of Event or project: \_\_\_\_\_  
\_\_\_\_\_

Amount Requesting: \_\_\_\_\_ Total Expected Attendees: \_\_\_\_\_

Describe how the requested funds will be used:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Secured hotels:  YES  NO

Total rooms expected? \_\_\_\_\_

How will this event increase retail, food & beverage expenditures in Marshall County?  
\_\_\_\_\_  
\_\_\_\_\_

Describe Publicity plan & how you plan to generate press coverage.  
\_\_\_\_\_  
\_\_\_\_\_

Describe briefly the material & content of promotional pieces &/or scope of website development or enhancement. Attach sample material if available. (If submitting for marketing & promotional fund/sponsorship)  
\_\_\_\_\_  
\_\_\_\_\_

Additional Comments & Information: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_