



Jackson Hole Travel & Tourism

Joint Powers Board

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December 23, 2016

Jackson Hole Travel and Tourism Board Sponsorship Requests Overview for Special Events in 2017-2018

The following provides the **overview** for producers of Special Events who are seeking sponsorship funding from Jackson Hole Travel and Tourism Board (JHTTB) for events in 2017-2018.

The JHTTB will only accept proposals for the following dates:

Existing Events:

Fall Events – September 29th, 2017 thru December 15th, 2017

Winter/Spring Events - January 1st thru June 2nd, 2018

New Events:

Fall Events – September 29, 2017 thru December 9th, 2017

Winter/Spring Events - January 1-February 17th, 2018

February 26th, 2018 – March 16th, 2018

March 30th, 2017 – June 2nd, 2018

For the Major Event category of funding, only events taking place in the following months will be considered:

- *February, 2018*
- *March, 2018*
- *May-June 2nd, 2018*

all other dates are not eligible for funding:

Sponsorship amounts will vary, depending on category. Funding is limited and fully-eligible and worthy projects may not be awarded sponsorships.

efforts with other events occurring during the same time period. Events receiving these awards will also be required to cooperate with Teton County's Central Events Committee (formed by the Teton County Travel & Tourism Board) to explore other ways to maximize positive impacts for the community. For this funding cycle, applications will be considered for special events that take place in *February 2018, March 2018 and May-June 2, 2018*. These dates have been selected to direct limited funding toward those periods of time most in need of increased numbers of visitors.

4) Legacy Events Program No maximum amount

This program is intended to support the development, growth and sustainable events in Teton County. This program supports special events that have the demonstrated potential to attract overnight visitors in numbers substantial enough to have a significant economic impact on Teton County. Events receiving these awards will be required to coordinate marketing efforts with other events occurring during the same time period. Events receiving these awards will also be required to cooperate with Teton County's Central Events Committee (formed by the Teton County Travel & Tourism Board) to explore other ways to maximize positive impacts for the community. Legacy Events must have the following criteria:

- Event must be in existence for 10 years or more;
- Event must focus on activities/competition central to the Jackson Hole brand. (ie Adventure sports; Western Heritage; Conservation; Art);
- Demonstrated both local and visitor participation.

Producers should submit the required information electronically in PDF format to the JHTTB no later than **5:00 p.m. on Friday February 24th, 2017**. Events that will occur between September 2017 and March 2018 will be notified of awarded funds following the **May board meeting, after the budget has been approved by the Town & County**. Events that will occur between April and June will be notified of awarded funds after the **October board meeting. Applications that are received after the deadline will not be considered**. A complete application must be submitted by the deadline to be considered.

The Attorney General for the State of Wyoming has recently issued an opinion that may affect future event funding. We still encourage applying for event funding while we work to make adjustments to our process.

Please address any questions to Maureen Murphy: mo@jacksonholechamber.com or (307) 201-2302

Application check list:

- ____ Executive Summary (one page)
- ____ Application, (max. 8 pages)
- ____ Budget, (one page)