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FOR IMMEDIATE RELEASE:

Jackson Hole Travel and Tourism Joint Powers Board receives 45 applications for sponsorship funding.

Jackson, Wyoming- June 6, 2013 –The Jackson Hole Travel and Tourism Joint Powers Board received 45 applications for its latest round of sponsorship funding for special events.

New for this round were specific categories for sponsorship opportunities. These included; 1) Community Character Program, 2) Conferences and Group Visits Program, 3) Youth Association Sports Events Program and, 4) Major Events, Festivals and Coordinated Events program. The categories were introduced to enable the JHTTB to tailor the guidelines to reflect specific goals.

The majority of the applications fell in the Major Event category with a total of 17 applications ranging from familiar events like the Cutter Races and SkiJoring to newer events like the SnowKing Fest celebrating Snow King's upcoming 75th Anniversary and extending the Hill Climb to a week long event with activities including Snocross and a Powder Sports Expo.

The Travel and Tourism Board has set aside approximately \$300,000 for all events. The Special Events subcommittee will be reviewing the applications in the next month to make their recommendation to the Travel and Tourism Board. The TTB plans to announce the awards at the July 11th board meeting.

The Jackson Hole Travel & Tourism Joint Powers Board is a volunteer board appointed by the Jackson Town Council and Teton County Board of Commissioners to oversee the use of the tourism promotion funds appropriated by the lodging tax.

For more information on the Jackson Hole Travel & Tourism Board, go to:
www.4jacksonhole.org

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