



JACKSON COUNTY VISITOR CENTER PROMOTIONAL FUNDING REQUEST

As requests are received by the Jackson County Visitor Center for financial assistance for events, festivals or attractions promoting tourism within Jackson County, the following policy is established to respond to any requests received.

The Jackson County Visitor Center funding requests are awarded as follows:

All requests **MUST** be made by an Indiana not-for-profit. Only one promotional funding request may be made per calendar year by the requesting not-for-profit organization. (EX: an organization requests funding for an event in November and would be eligible again after January 1 but only once in that same year)

Promotional funding **MAY** be used:

- *To purchase media advertising either print, digital, television, radio or billboards.
- *To produce event brochures or event posters intended to drive visitors to the event or festival.

Promotional funding **MAY NOT** be used for:

- *Attraction signage
- *Salaries
- *Rent
- *Promotional items (i.e. tickets, bags, giveaways, prize money, certificates, plaques, prizes, etc.)
- *Brick and mortar projects

All methods of promotion should list the event name, date, location, schedule of events where possible, a list of Jackson County innkeepers, and contain contact information, or a direct method to obtain the information listed. (i.e. QR codes, website addresses, or social media addresses)

Funding requests may be made in any amount up to \$400.00 without proof of stay. Amounts over \$400.00 and up to \$750.00 must have proof of stay which amounts to 10 paid room nights with any Jackson County Innkeeper registered paying innkeeper taxes directly to the Treasurer of Jackson County. Proof of stay requires receipts and/or innkeeper verification approved by grant committee. Additional funding request and proof of stay **MUST** be submitted within 30 days of the event funded.

The Jackson County Visitor Center Board of Directors has the discretion to review and award additional funding for special one-time events, and reserves the right to deny or lessen funding.

All funding awards require the Jackson County Visitor Center to be identified as a financial sponsor by name and logo. Whether be print, digital, on-air or visual, recognition is required and failure to do so will result in ineligibility of future funding consideration.

Recipients will receive a grant report form that must be completed within 30 days of the event or festival. To verify compliance, recipients must submit proof of funding use. Proof includes actual poster or print advertising, invoice for printing or on-air advertising, and any use of banner or billboard advertising. Failure to submit this proof with event report within 30 after event or festival will result in future funding ineligibility.

As it is the goal of the Jackson County Visitor Center to market events to attract out-of-town visitors and promote local innkeepers, we recommend marketing your event outside of Jackson County. Utilizing on-line registrations, websites, web ads and social media may extend your advertising dollars and increase your market reach.

Should your event be cancelled and rescheduled, please notify the Jackson County Visitor Center as soon as possible for guidance on steps to take to either return the funding or transfer the funding to a different date for the same event. Upon cancellation without rescheduling, you may be asked to return funding in full.

Promotional funding requests MUST be submitted 60 days prior to event date. Any requests submitted within 60 days of event will risk denial of consideration of funding.

To be considered, a copy of the Indiana not-for-profit letter of determination must be included. If you have previously applied for funding from the JCVC, you may contact us to obtain a copy of your letter of determination. Submissions may be in writing or hand delivered to the following address. No digital submissions will be accepted.

Requests for promotional funding are to be submitted to:

Jackson County Visitor Center
100 N. Broadway St., PO Box 607
Seymour, IN 47274

Thank you for all you do to support Jackson County and our visitors!

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JACKSON COUNTY LODGING PROPERTIES

ALLSTATE INN, 2603 Outlet Boulevard, Seymour http://www.allstateinn.com/	812- 522-2666
BERRY BRANCH COTTAGES, 10402 N CR 800 W. , Norman	812-528-2367
DAYS INN, 302 Commerce Drive, Seymour https://www.wyndhamhotels.com/days-inn/seymour-indiana	812-522-3678
ECONO LODGE, 220 Commerce Drive, Seymour https://www.choicehotels.com/indiana/seymour/econo-lodge	812-522-8000
ECONOMY INN 401 Outlet Blvd., Seymour https://economyinnseymour.com/	812-524-2000
FAIRFIELD INN, 327 N. Sandy Creek Dr. Seymour https://www.marriott.com/en-us/hotels/indse-fairfield-inn-and-suites-seymour/	812-524-3800
HAMPTON INN, 247 N. Sandy Creek Drive, Seymour https://www.hilton.com/en/hotels/clusmhx-hampton-seymour/	812-523-2409
HOLIDAY INN EXPRESS, 249 N. Sandy Creek Drive, Seymour https://www.ihg.com/holidayinnexpress/hotels/us/en/seymour/	812-522-1200
QUALITY INN, 2075 E. Tipton Street, Seymour https://www.choicehotels.com/indiana/seymour/quality-inn-hotels/	812-523-1850
MOTEL 6, 365 Tanger Boulevard, Seymour https://www.motel6.com/en/home/motels.in.seymour	812-524-7443
STARVE HOLLOW SRA, 4345 S. CR 275 W. Vallonia https://www.in.gov/dnr/state-parks/parks-lakes/starve-hollow-sra/	812-358-3464
TRAVELODGE, 306 S. Commerce Dr, Seymour https://www.wyndhamhotels.com/travelodge/seymour-indiana/travelodge-seymour/	812-519-2578



Jackson County Visitor Center Promotional Funding Request

OFFICE USE ONLY	Date Received: _____
	IN Not-for-Profit determination letter or articles on file: Y <input type="checkbox"/> N <input type="checkbox"/>
	Staff Initials _____ Submitted by: _____
	Approval Date: _____ Check Distributed: _____ Follow up Report Received: _____

Organization: _____

Address: _____

Phone Number: _____ Email: _____

Contact Person: _____

Address: _____

Phone Number: _____ Email: _____

Amount Requested: PLEASE CHECK ONE \$400 Other (\$100-\$399): _____

Additional \$350 will be automatically granted after proof of 10+ overnight stays in approved Jackson County Inns.

Has your organization/event received promotional funding from the JCVC before: Y N

If yes, what was the last year: _____

_____: (Initial) If awarded, I verify that the JCVC logo must be displayed on all promotional materials.

Event/Festival Name: _____

Event Date: _____ Event Location: _____

Start time: _____ End time: _____ Event/Festival Website: _____

Is your event/festival ticketed: Y N Ticket cost: _____

COMPLETE THE FOLLOWING:

1. List three goals for your event or festival.

2. Summarize the purpose for which the funds are requested and then list the promotional materials that will be produced.

3. Is there an organizational committee? Yes _____ No _____

4. Projected attendance for your event or festival? _____

5. Projected out-of-town visitors you expect for your event or festival? _____

6. If your event brings in a specific group, list where the visitors reside.

7. Will visitors coming to your event or festival consider this a day trip or does it have potential for overnight stays? _____

8. If the visitors stay overnight:

a. List the approximate number of overnight visitors projected. _____

b. Will the attendees stay in Jackson County inns, hotels, cabins or short-term units?

As a representative of _____ requesting funding from the Jackson County Visitor Center, I am submitting this request as a true and accurate document.

Signature _____ Date _____