

# Woodstock EDC Event Sponsorship Guidelines

Approved 10/28/2015

## **Purpose of Grant Funding:**

Sponsor events that have either a demonstrated history of attracting visitors or have a significant potential to draw visitors to the area on a recurring basis.

Emphasis will be placed on events that:

- occur during non-peak periods (“shoulder” seasons).
- will be attended by more than 500 attendees.
- have financial support from other sources, limiting the grant request to 50% of the total cost of the event.
- promote commerce in Woodstock.
- can be demonstrated to be self-sustaining in the future.

Grant funds are limited and intended to *supplement* the budgets of the events. Sponsoring organizations must pursue funds for the event from other sources (sponsorships, entry fees, in-kind donations).

1. All Event Grant applications MUST demonstrate how the event will directly and financially
2. Benefit the Town of Woodstock.

### 3. Eligible Organizations:

- Governmental divisions of the Town of Woodstock and the Village of Woodstock.
- Non-profit groups domiciled in Woodstock.
  - Civic and business associations (Rotary, Chamber of Commerce, Woodworkers Guild, etc.) and private businesses.

### 4. Ineligible Organizations:

- Organizations that discriminate because of race, color, creed, gender, national origin, sexual orientation or restricted participation.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
- Churches or church-related groups with proposals that promote religion or an individual doctrine.

### 5. Eligible Events or Purposes:

- Cultural events: entertainment, educational
- Athletic and recreational events
- Commerce focused events

### 6. Ineligible Events or Purposes:

- Building – brick and mortar – capital campaigns.
- Staffing/administrative purposes.
- Personal fundraising events

Actual award will be contingent upon:

- a. Number of applications received.
- b. Quality of grant applications as judged by EDC Event Sponsorship Rubric.
- c. Positive attendance trends.
- d. Available funds.

5. Recognition of the Town of Woodstock **MUST** be included in all appropriate public relations activities.

6. Insurance Requirements: The Event Sponsor must provide adequate insurance to cover potential liabilities arising from the event, naming the Town of Woodstock as an additionally insured party.

7. Sponsor will use local businesses whenever possible.

**Application Guidelines:**

1. Grant applications and instructions are located on the Town of Woodstock website.

2. The application must be fully completed to be eligible for consideration.

3. Grant applications **MUST** be submitted to the EDC prior to or within the grant funding cycle for which the event is planned. The initial grant awards cycle will be for events proposed during the 6 months ending 6/30/2016. The grant applications for this funding cycle are due 12/15/2015.

4. Grant applications must specifically state all expenditures for which the grant is intended.

Eligible Expenses:

- Promotional Expenses (Media Expense, Posters, Brochures, etc...)
- Speaker/Entertainer Fees
- Equipment Rental Expenses
- Event Supplies
- Event-related transportation
- Reasonable expenses incurred for the event

5. Ineligible Expenses...

- Dining out (food and drink)
- In-Kind Contributions

6. Grant monies awarded may only be used for expenditures specifically approved by the Selectboard.