

City of London Tourism & Parks

MARKETING, PROMOTION & SPONSORSHIP APPLICATION

INTRODUCTION:

The purpose of the London Tourism & Convention Commission (LTC) is to promote recreational, convention, and tourist activities in the City of London, Kentucky. The Commission has been formed in accordance with the laws of the Commonwealth of Kentucky.

The Commission does business as “London Tourism & Parks” and will entertain for marketing, promotion and sponsorship of projects designed to have a direct economic impact on the community by increasing overnight visitation in our motels along with bringing revenue into our local businesses, restaurants and additional exposure to the area.

Requests will be evaluated by the Executive Director of LTC and approved by the Commission. The number and extent of these sponsorships will be dependent upon the availability of funds.

GUIDELINES:

A sponsorship application must be completed and submitted to the office of the director before a project can be considered for sponsorship.

- All printed promotional materials must include the appropriate logo and/or the full name of London Tourism & Parks
- All broadcast media promotions must mention that support for the promotion was provided by London Tourism & Parks
- Sponsorship Applications will be reviewed as they are received.
- Applicants will be notified as the dollar amount of the sponsorship once a decision has been made.
- **Sponsorship application must be submitted at least three months before the project/event begins.**
- All marketing and promotion must adhere to the Kentucky Tourism Marketing Incentive Program guidelines. The executive director must place all advertising projects on behalf of the applicant in order to ensure that these guidelines are followed.
- **All sponsorships will be awarded on a reimbursement basis and will only be awarded for pre-approved expenses. The reimbursement will occur after the event. ONLY expenses incurred after the applicant receives the official notice of award shall be eligible for reimbursement. Any expenses paid prior to the official notification of award WILL NOT be considered for reimbursement.**

- The completed application should be emailed to Londonkytourism@gmail.com as a pdf or mailed or delivered to:

London Tourism & Parks
529 South Main Street
London, Kentucky 40741

All Post-Project surveys must be submitted to LTC within 45 days following the conclusion of the event/project.

Questions or comments may be directed to the Commission by calling 606-330-0501 or email Londonkytourism@gmail.com

GRANT APPLICATION

ORGANIZATION INFORMATION

Name of Organization: _____

Contact person _____

Address of Organization _____

City/State/Zip _____

Office Phone _____ Cell phone _____ Fax _____

E-Mail Address _____

Is the applicant recognized by the KY Secretary of State's Office and/or the Internal Revenue Service as a non-profit organization? Yes _____ No _____

Tax ID Number _____

EVENT/PROJECT INFORMATION

Name of event/project _____

Date of event/project _____

Where will this event project be held? _____

What type of assistance is the applicant requesting?

If you are requesting financial sponsorship assistance what will the sponsorship funds be used for? BE SPECIFIC (attach list if more space is needed).

Item	Amount
	\$
	\$
	\$
TOTAL	\$

If this sponsorship is for marketing purposes, what is the preferred medium to be used for marketing this event? (i.e., tv, radio, magazine, flyers, etc.)

Number of years this event/project has taken place _____

Estimated attendance from previous years: Last year _____ Year 2 _____ Year 3 _____

How many out-of-town, overnight guests do you estimate will travel to London to attend this event?

_____ How was this estimate obtained? _____

If the applicant received sponsorship last year, please list the amount _____

Amount requested this year \$ _____

Invoice of expenditures paid by sponsorship funds must be submitted to LTC within 45 days of the event.

Do you have insurance for this event? _____

Is a permit required for this event and if so, does applicant have proper permit? _____

THE TOURISM COMMISSION MUST USE ITS FUNDS TO INCREASE VISITATION AND DEVELOP THE LOCAL TOURISM INDUSTRY IN THE LONDON AREA. PLEASE EXPLAIN HOW THIS PROJECT WILL BENEFIT THE LOCAL TOURISM INDUSTRY. (Describe the project/event by explaining the objective, what audience you are trying to reach and how you feel it will benefit tourism).

APPLICANT, I _____
(Name, please print or type)

(Organization)

(Date)

LONDON TOURISM & CONVENTION COMMISSION

POST-PROJECT SURVEY AND FINANCIAL REPORT (DUE 45 DAYS AFTER THE EVENT/PROJECT)

Name of Project _____

Organization Name _____

Contact Information: Name _____

Address _____

City/St/Zip _____

Work Phone _____ Fax _____

E-mail Address _____

Total number of participants/attendees _____

Number of Non-Laurel County participants/attendees _____

Description of Project Expenditures

Amount

_____	_____
_____	_____
_____	_____
_____	_____

Attach the following that are applicable for your project:

- Copy of all invoices that were paid with these funds
- Copy brochure, flyers, posters, T-Shirts . . . etc.
- Final income and expense statement

Submit all information to: Londonkytourism@gmail.com or

London Tourism and Convention Commission
529 South Main Street
London, Kentucky 40741

FOR OFFICE USE ONLY

Step 1: London Tourism and Convention Commission action taken

Approved _____ Not Approved _____

Requested amount \$ _____ Received by _____

Name and Date of Event/Project _____

Comments:

Notification of Anticipated Funding: _____
(Date)

Signature, Executive Director LTC

Step 2: Post-Project Survey & financial report received/accepted _____
(Date)

Comments:

Check mailed/delivered : _____
(Date)

Signature, Executive Director LTC

