TOURISM EVENT SPONSORSHIP PROGRAM

FORMS & RESOURCES

We appreciate your interest in applying for funding through the Gilmer Chamber Tourism Event Sponsorship Program. To assist you in the application process, we have provided several helpful forms and resources for your reference.

- Event Sponsorship Program Overview & Guidelines
- Event Sponsorship Program Quick Reference Guide
- Post-Event Report Checklist
- W-9 Form
- Event Marketing Toolkit
- Score Sheet
- Sample Event Budget Form
- Event Budget Form
- Sample Event Marketing Budget Form
- Event Marketing Budget Form
- Visitor Tracking Survey
- Visitor Tracking Form
- Sample Event Sponsorship Application

SPONSORSHIP PROGRAM CONTACT

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GILMER CHAMBER
TOURISM EVENT SPONSORSHIP PROGRAM

TOURISM EVENT SPONSORSHIP PROGRAM ELIGIBILITY:

- Held within Gilmer County, exceptions can be made
- Promoting Gilmer County as a preferred visitor destination and boost overnight stays
- Taking place during low-occupancy seasons, avoiding Peak Visitor Periods
- Completed by June 30, 2025

2025 SPONSORSHIP CYCLE I TIMELINE

PROCESS	DATE
Applications Available	January 31, 2025
Deadline for Applications	February 28, 2025
Complete Post-Event Report	60 Days After Event Completion
Funds Sent To Applicant	Following Approval of Post-Event Report

2025 PEAK VISITOR PERIODS

DATE	EVENT
May 24 - 26, 2025	Memorial Day Weekend
July 4 - 6, 2025	Independence Day Weekend
August 29 - September 1, 2025	Labor Day Weekend
November 27 - 30, 2025	Thanksgiving Weekend
December 22 - 28, 2024	Christmas Week

SPONSORSHIP PROPOSAL SCORING

RATING CRITERIA	HIGHEST POSSIBLE POINTS
Generation of Overnight Stays and Visitor Appeal	20
Event Description, Sustainability, and Public Health & Safety Plan	10
Event Funding Need and Budget	10
Marketing Plan and Branding	10
Total Possible Points:	50

gilmerchamber.com/sponsorships