GILMER CHAMBER
TOURISM EVENT SPONSORSHIP PROGRAM

ATTENTION

Before starting your application, please agree to the following: *(Required)*

☐ I have read and understood the 2025 Tourism Grant Program Guidelines

Need more time to review? Visit www.gilmerchamber.com/sponsorships

Organization Information

Organization Name *(Required)*

EIN

Organization Website

https://

Organization Contact *(Required)*

First

Last

Address *(Required)*

Street Address

Address Line 2

City

State / Province / Region

ZIP / Postal Code

Phone *(Required)*

Email *(Required)*

Enter Email

Confirm Email

Event Summary

Event Name *(Required)*

Event Start Date *(Required)*

mm/dd/yyyy

Time *(Required)*

HH : MM AM ▾

Event End Date *(Required)*

mm/dd/yyyy

Time *(Required)*

HH : MM AM ▾

Event Location *(Required)*

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Event Schedule *(Required)*

[text box]

Example: Day 1: Vendor Setup from 5:00 pm – 8:00 pm | Day 2 – Festival begins at 9:00 am, Festival ends at 5 pm | Day 3 – Vendor Loadout from 8:00 am – 2:00 pm

Number of Expected Out of Town Visitors *(Required)*

[text box]

Non-Gilmer County Residents

Will your event have vendors/exhibitors? *(Required)*

○ Yes
○ No

Total Expected Event Attendance *(Required)*

[text box]

Out of Town Visitors, Gilmer County Residents, Vendors/Exhibitors, Participants, and Staff

Describe the method used to estimate event attendance and detail how this number was calculated *(Required)*

[text box]

Examples of methods used: registration/signup forms, ticket sales, rosters, etc.

Event Description, Goals, Sustainability, and Health & Safety Plan

Event Description: Include event purpose and target audience *(Required)*

[text box]

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Event Goals: Include clear and measurable goals to attract overnight visitors and the anticipated impact on tourism in Gilmer County.
(Required)

Event Sustainability: How will the success of the event be defined? What is your long-term plan to sustain and grow the event over the next five years? *(Required)*

Describe the Event Public Health & Safety Plan *(Required)*

Event Funding Need and Budgets

Has this event received funds from the Tourism Event Sponsorship Program in the past? *(Required)*

○ Yes
○ No

Amount of Sponsorship Funding Requested? *(Required)*

Statement of Need for Funding: Describe how your event will impact and boost overnight stays in Gilmer County *(Required)*

Marketing Budget Details: Describe how the grant funds will support marketing and promotional costs in accordance with Eligible Expenses as outlined in the Program Guidelines. *(Required)*

Upload A Completed Event Marketing Budget Form *(Required)*

[Choose File] No file chosen

Max. file size: 50 MB.

Please use the Event Marketing Budget Form found on gilmerchamber.com/sponsorships

Event Budget Details: Describe the overall event budget outlining additional event/project expenses. *(Required)*

Upload A Completed Event Budget Form *(Required)*

[Choose File] No file chosen

Max. file size: 50 MB.

Please use the Event Budget Form found on gilmerchamber.com/sponsorships

Marketing Plan and Branding

IMPORTANT NOTE: As outlined in the guidelines, all promotional materials must feature the Pick Ellijay logo. Online materials should also include a link to the PickEllijay.com website. Before production, a draft or design proof of these materials must be submitted for approval by the Gilmer Chamber. Please upload all proofs for promotional materials below:

Drop files here or
[Select files]

Max. file size: 50 MB.

Marketing Plan: Outline the marketing strategies that will be used to promote the event or project and attract an audience located more than 50 miles outside of Gilmer County *(Required)*

Generation of Overnight Stays and Visitor Tracking

For more information on Visitor Tracking, visit our forms and resources page: https://www.gilmerchamber.com/sponsorships/

Describe how the event distinguishes Gilmer County as a preferred visitor destination *(Required)*

Visitor Tracking: Please describe event plan for documenting overnight stays. Remember: visitor tracking documentation must be submitted in the post-event report *(Required)*

Signature

Signed by *(Required)*

First

Last

Signature *(Required)*

By submitting this application, the applicant agrees and understands the following: *(Required)*

☐ A post-event report should be submitted within 60 days of event completion.

Post Event Reporting should include marketing budget, invoices for eligible expenses, copy of proof of payments to match invoices, visitor tracking documentation, and copies of pre-approved marketing or advertising materials. Once the Post Event Report is reviewed and approved by the Tourism Marketing Grant Committee, funds will be distributed via a reimbursement check.