

# LONDON TOURISM & CONVENTION COMMISSION 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 London Tourism & Convention Commission 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 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 LTC before a project can be considered for sponsorship.

- All printed promotional materials must include the LTC logo and the full name of the London Tourism & Convention Commission.
- All broadcast media promotions must mention that support for the promotion was provided by the London Tourism & Convention Commission.
- 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 unless waived by the Commission.
- 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 LTC 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 from the LTC 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 mailed or delivered to:

London Tourism & Convention Commission  
501 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 606-864-4169.

**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 LTC sponsorship funds be used for? BE SPECIFIC (attach list if more space is needed).

Item	Amount
	\$
	\$
	\$
<b>TOTAL</b>	\$



**AGREEMENT**

APPLICANT, I \_\_\_\_\_  
(Name, please print or type)

\_\_\_\_\_ with \_\_\_\_\_  
(Title, please print or type)

\_\_\_\_\_  
(Organization)

I understand and agree to compile with the application requirements should the request for funds be granted. I agree also to hold harmless the London Tourism and Convention Commission and all of its employees, agents and board members. I also agree that the London Tourism and Convention Commission has no liability or control of my organization's event/project.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

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**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 \_\_\_\_\_

<b>Description of Project Expenditures</b>	<b>Amount</b>
_____	_____
_____	_____
_____	_____
_____	_____

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:

London Tourism and Convention Commission  
501 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:

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Notification of Anticipated Funding: \_\_\_\_\_  
(Date)

\_\_\_\_\_  
Signature, Executive Director LTC

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

Comments:

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Check mailed/delivered : \_\_\_\_\_  
(Date)

\_\_\_\_\_  
Signature, Executive Director LTC

