

SPONSORSHIP GUIDELINES & APPLICATION

The Community Development Grant Program provides funding for events that promote the community positively; have a positive economic impact on area businesses and hotels; and supports the development and growth of overnight visitation to West Plains. Grant funding is made possible through an allocation from the City of West Plains Hotel/Motel Tax. More than \$225,000 has been awarded by the City of West Plains Tourism Department to support area events since 2021.

Sponsorship funding is made possible through the City of West Plains Hotel/Motel Tax to promote tourism and economic development in West Plains and is administered through the City of West Plains Tourism Department (Explore West Plains) with review by the Tourism Advisory Council.

Sponsorships are being awarded for events held January 1 through December 31, 2026. Applications must be submitted at least 60 days prior to the event. Explore West Plains has allocated \$5,000 for 2026 sponsorships, with the maximum individual award of \$1,000. Funding awarded will be based upon the event's impact on West Plains tourism stakeholders. The Tourism Advisory Council has the authority to approve or deny all sponsorship requests.

Applications open on September 2, 2025 and will be accepted until funds are exhausted or October 31, 2026, whichever comes first.

Sponsorship Criteria:

- Registered 501c3 or 501c6; or business working with a nonprofit.
- Event must be held in the 65775 postal code.
- Clearly demonstrate event has potential to increase demand for West Plains' tourism industry.
- NOT eligible for any other tourism grant offered by the City of West Plains for 2026.
- Application must be submitted a minimum of 60 days before the event date.
- One sponsorship application per organization/business per program year.
- Funding requested must go toward event support and not to pay salaries, commissions, bonuses, or other incentives for organization staff/board members. The total funds requested cannot exceed 50% of the event's total budget. The maximum sponsorship award is \$1,000.
- If awarded, the applicant agrees to recognize Explore West Plains accordingly by including the Explore West Plains logo and/or text in prominent size font on promotional materials, "Financial assistance for this event has been provided by Explore West Plains." All digital (web and social media) recognizing the event sponsors will need to include Explore West Plains. Failure to recognize Explore West Plains for its sponsorship will disqualify the applicant from future fund allocations from the City of West Plains Tourism Department.
- If the event is not held or the project is not completed, the City of West Plains Tourism Department should be notified immediately, and the funds must be returned. If the funds are not returned within 30 days of the original date scheduled for the event or project, not only will the applicant be disqualified from future fund allocations from the City of West Plains Tourism Department, but additional steps may be taken to recoup the funds, including possible legal action.

- Applicants must submit a Final Report within 30 days following the event for a general assessment of the event. Failure to submit a Final Report will disqualify the applicant from future fund allocations from the City of West Plains Tourism Department.

SPONSORSHIP CHECKLIST

Before starting the application, please review the checklist to ensure you have everything you need.

- ☐ Provide a point of contact for the sponsorship along with current contact information. This will be the individual that City of West Plains Tourism Department will work with for all matters regarding the sponsorship.
- ☐ Event Date: Must be submitted at least 60 days prior to the event.
- ☐ Event Location: Must be held in the 65775 area.
- ☐ Completed W9: following award notice this will be required prior to funds being issued.
- ☐ TOTAL Event Budget (sponsorship cannot exceed 50% of event budget).
- ☐ Event Advertising Budget.
- ☐ Amount Requested (Maximum sponsorship request is \$1,000).
- ☐ Brief description of the event that clearly states its impact on West Plains tourism industry.
- ☐ Brief description of how the funds will be utilized to support the event.
- ☐ Brief marketing plan for the event.
- ☐ Verify all City of West Plains permits/licenses have been obtained, if applicable.
- ☐ Agree to recognize Explore West Plains accordingly and understand failure will result in future funds not being available from the City of West Plains Tourism Department.
- ☐ Agree to respond to the City of West Plains Tourism Department request for a Final Report following the event within 30 days of the event and understand failure to respond will result in future funds not being available from the City of West Plains Tourism Department.
- ☐ Agree if the event is not held or project is not completed, the City of West Plains Tourism Department will be notified immediately, and the funds will be returned within 30 days of the original date scheduled for the event or project. Failure to do so will result in not only being disqualified from future fund allocations from the City of West Plains Tourism Department but being subject to additional steps which may be taken to recoup the funds, including possible legal action.
- ☐ Understand the application and materials regarding the application will be a matter of public record, open to inspection by any citizen, under RSMo Chapter 610.