



Thank you for your interest in the Visit Sun Prairie Grant program and the Marketing Sponsorship programs. The information below highlights funding opportunities, requirements, and the process.

The mission of the Visit Sun Prairie program is to promote the City of Sun Prairie area as a destination by attracting visitors, encouraging overnight stays, increasing visibility and making an overall positive impact in our community. Marketing sponsorships and grants will provide partnership funding to help organizations with tourism promotion and tourism development within Sun Prairie.

The Tourism Commission has contracted with the Sun Prairie Chamber of Commerce to act as the non-profit entity to manage a \$80,000 budget (for 2024) for Marketing Sponsorships and the Visit Sun Prairie Grant Program, which is consistent with the Wisconsin State Statute.

Two Programs are Available:

- Marketing Sponsorship Program – maximum award \$7,500 per calendar year.
- Visit Sun Prairie Grant Program – maximum award \$7,500 per calendar year.
- You may apply for BOTH grants with the same application. Hence, if awarded the maximum on both applications, the total would be \$15,000.
- *NOTE:* One application can be submitted for both programs at the same time.
- Submission deadlines: February 1 & August 1
- All grant information & criteria is subject to change annually.
- Grantees should expect less financial support in back-to-back years.
- The Tourism Commission reserves the right to sunset grant support.

Eligibility:

1. Programs must have the intent and promotion to generate Sun Prairie overnight stays.
2. Applications that highlight Sun Prairie as the best place to visit, live, play and work are also considered.
3. Funding is for not-for and for-profit businesses and/or organizations.
4. Recipient programs and events must be in the City of Sun Prairie, or if outside of the City of Sun Prairie, the applicant must show intent for positive impact of overnight stays in City of Sun Prairie hotels.
5. All deadlines and criteria must be met each year.
6. First-time applicants must include three (3) Letters of Recommendation.
7. First time/unestablished events will be given priority over established events.
8. Repeat events must clearly demonstrate new initiatives.
9. Applications will be reviewed by Tourism staff and then presented to the Tourism Commission. Applicants will be invited to attend (remote or in person) the applicable Commission Meeting and may be asked to speak on behalf of the initiative.



Grant Terms:

- Each application must include a narrative on how the organization will use grant funds to increase overnight stays in Sun Prairie.
- Applicants are encouraged to ‘shop local’ so additional local businesses (example: event venues, restaurants, retail, etc.) also benefit.
- Approved applications may include a range of payments up-front, to a percentage of post-event reimbursement of eligible expenses – with 50% reimbursement being the most common.
- Visit Sun Prairie must be recognized (whenever appropriate) in marketing and promotional materials including website, signage, printed materials, traditional, & social media, etc. Approved applicants will be provided with Visit Sun Prairie logos.
- Grant recipients are required to provide a Post-Event Recap Report summarizing overnight stays from Sun Prairie lodging facilities, substantiation documents for all expenditures, and survey feedback/observations within 45 days of the events end date.

Sun Prairie lodging includes:

1. Hilton Garden Inn, 1220 S Grand Ave., Sun Prairie
2. Quality Inn & Suite, 105 Business Park Dr., Sun Prairie
3. Super 8 by Wyndham, 1033 Emerald Ter., Sun Prairie
4. Valued Stay (formerly McGovern’s), 820 W Main Street, Sun Prairie
5. The Gathering Place, 211 W. Main St., Sun Prairie
6. Baehr Haus B & B, 114 W Main Street, Sun Prairie
7. Other short-term rentals, i.e. Air BnB’s, VRBO’s, etc.

MARKETING SPONSORSHIP PROGRAM

To promote, market, and encourage new and returning competitions, sporting events, meetings, conventions, trade shows, etc. to choose the City of Sun Prairie and Sun Prairie hotel and lodging properties as their destination and host hotels. To promote development for events and attractions, or otherwise designated opportunities for the Visit Sun Prairie brand to expand offerings to its visitors, meeting, and event attendees.

Marketing Sponsorship Program funds may be used for the following, but not limited to marketing and advertising expenses such as design, print, traditional advertising, social media, digital, printing, signage, etc. Marketing must demonstrate the intention to reach visitors from outside a 60-mile radius.

Fund may not be applied toward staffing, local marketing, operation costs that would be incurred without support, award supplies, payouts, or *merchandise for sale.

Marketing sponsorships may be paid up-front, prior to the initiative.



VISIT SUN PRAIRIE GRANT PROGRAM

To promote the City of Sun Prairie as a desirable place to visit, stay, meet, and play. To promote, market, and encourage new overnight-generating business at Sun Prairie hotels, lodging properties, and venue facilities; and to promote economic development with the City of Sun Prairie.

The first year of any event/meeting/conference can be difficult to promote, which is why the Visit Sun Prairie grant is offered for events hosted at Sun Prairie hotels and/or event venues. Grant funds are to be used to promote events and overnight stays in City of Sun Prairie lodging properties.

Grant funds may be used toward talent/speaker fees, intra-city transportation, facility and equipment rentals for events, and other areas designated by the Chamber of Commerce and Tourism Commission (itemized budget will be reviewed to assist in determining what will qualify).

Visit Sun Prairie Grant funding is typically reimbursed up-to 50% of eligible expenses.

Funds may not be applied toward staffing, food & beverage/catering, award supplies, payouts, or *merchandise for sale.

*Merchandise which is co-branded and includes the Visit Sun Prairie Logo may qualify for reimbursement (example: race t-shirts).



2024 Tourism Grant Application Form *(Feel free to add more pages)*

Organization Name:

Organization Contact:

Phone:

Email:

Initiative Website:

Social Media Names: Facebook:

Instagram:

Other:

Address: (where checks would be mailed)

Address:

City:

State:

Zip:

Date and Description of Project/Event:

Projected Number of Overnight Stays in Sun Prairie: _____ *(You will be asked for actuals in the post-event report)*

Outline your marketing & advertising plan:

Outline public relations, specifically media, strategies? (how/why would it be newsworthy?)

How will you specifically promote Tourism in Sun Prairie & City of Sun Prairie lodging properties:

List other sources of Revenue (Sponsorships, tickets, in kind, etc.):

If you don't receive our funding, what will be the effect?



Expense Summary:

Item	In kind Donation	Budgeted Expense	Actual Expense	Tourism Use Only
Marketing Sponsorship Program <i>(paid up-front)</i>				
Professional Design(er)				
Media Buys (radio, tv, newspaper, etc.)				
Out-of-Home advertising (billboards, busstops, etc)				
Website design/maintenance				
Digital ads				
Social Media				
Printed materials printing & distribution				
Other: (Please describe)				
Other: (Please describe)				
Other: (Please describe)				
Marketing Sponsorship Program Total				
<i>(Do NOT duplicate expenses below)</i>				
Visit Sun Prairie Grant Program <i>(50% TYPICAL reimbursement)</i>				
Facility and/or room rental				
Equipment rental (sound, staging, etc)				
Unique event expenses (training, materials, referees, etc.)				
Other: (Please describe)				
Other: (Please describe)				
Other: (Please describe)				
Visit Sun Prairie Grant Program Total				
Grand Total:				

Funding Requested/\$15,000 maximum: _____ Funding Approved: _____

Signature: _____ Date: _____

FOR OFFICIAL USE ONLY: Dates - Application Received: _____ Staff Review: _____ Commission Review Date: _____

Up-front Payment: _____ Date: _____ Reimbursement: _____ Date: _____



RECOMMENDATION LETTER

TO APPLICANT: please complete this section of the form. First year grant applicants will require three (3) Letters of Recommendation.

APPLICANT NAME & ORGANIZATION: _____

REFERENCE INFORMATION: The applicant named above is seeking a grant from the City of Sun Prairie’s Tourism Commission. Please complete the questions below and provide a narrative:

Full Name _____ Signature _____

Organization _____ Years Known applicant _____

Relationship to applicant _____

Personal Letter of Recommendation: (feel free to use another sheet)