



Visit Sun Prairie Grant & Marketing Sponsorship Programs

Thank you for your interest in the Visit Sun Prairie Grant and Marketing Sponsorship Programs. The information below outlines available funding opportunities, eligibility requirements, program expectations, and the application process.

Program Mission:

The mission of Visit Sun Prairie is to promote the City of Sun Prairie as a welcoming and engaging destination—attracting visitors, encouraging overnight stays, increasing visibility, and positively impacting the local community. Both programs offer partnership funding to support tourism promotion and development within Sun Prairie.

Available Funding:

For 2026, the grant and marketing sponsorship programs have a total budget of \$50,000. Applicants may apply for one or both of the following:

- Visit Sun Prairie Grant Program – up to \$5,000 per calendar year
- Marketing Sponsorship Program – up to \$5,000 per calendar year

Applicants may submit one combined application. If awarded, the maximum funding from both programs would be a total of \$10,000.

Submission Deadline: March 1, 2026

All grant information and criteria are subject to annual updates. Applicants should expect reduced financial support for back-to-back years. The Tourism Commission reserves the right to discontinue grant support for any initiative.

Eligibility Requirements:

To qualify for consideration, applicants must meet the following criteria:

- Programs must be designed and promoted with the intention of generating overnight stays in Sun Prairie.
- Initiatives that highlight Sun Prairie as a premier place to visit, live, work, and play will also be considered.
- Both nonprofit and for-profit organizations may apply, but nonprofit organizations will receive preference/funding priority.



- Events must occur within the City of Sun Prairie, or, if held elsewhere, must clearly demonstrate positive impact on Sun Prairie lodging.
- First-time applicants must include three (3) Letters of Recommendation.
- First-time or newly established events receive funding priority.
- Returning events must demonstrate new initiatives and are only eligible to apply for a Visit Sun Prairie Grant (up to \$5,000) if they have applied for more than three consecutive years, with a maximum of five consecutive years. After five consecutive years, events are presumed to be self-sustaining and therefore ineligible for additional grant funding.
- All deadlines and criteria must be met each year.

Applications are reviewed by the Tourism Director and presented to the Tourism Commission. Applicants may be invited to attend (virtually or in person) the review meeting and may be asked to speak about the initiative.



Visit Sun Prairie Grant Program

This program supports events and initiatives that position Sun Prairie as a desirable place to visit, stay, meet, and play, especially those that generate overnight lodging.

Eligible Uses:

- Talent or speaker fees
- Intracity transportation
- Facility or room rental
- Equipment rental (A/V, staging, lighting, etc.)
- Unique event-specific costs (referees, training, materials)

Ineligible Uses:

- Staffing
- Food & beverage / catering
- Award supplies or payouts
- Merchandise for sale (unless co-branded with Visit Sun Prairie)

Funds are typically reimbursed for up to 50% of eligible expenses.

Terms & Requirements:

- Applicants must include a narrative outlining how grant funds will be used to increase overnight stays in Sun Prairie.
- Applicants are encouraged to support local Sun Prairie businesses whenever possible (e.g., venues, restaurants, retail).
- Approved awards may include upfront payments or post-event reimbursement (typically up to 50% of eligible expenses).
- Visit Sun Prairie must be acknowledged in promotional and marketing materials, including websites, signage, printed materials, traditional media, and social media. Logos will be provided.
- Contact information for all Sun Prairie lodging options must be posted on all materials that promote the event (e.g., website, social media channels, team invitations, news releases, etc.).
- Grant recipients **must** submit a Post-Event Recap Report within 45 days of event completion or by November 30 of that same year (whichever is closer to event end date.) to be eligible for reimbursement.
- Post-Event Recap Reports need to include:



- Documentation of overnight stays in Sun Prairie lodging
- Receipts and proof of expenditures
- Marketing results and metrics
- Event observations and survey insights
- Based on the Post-Event Recap Report, grant reimbursements will be discussed/approved no later than the December commission meeting.

Sun Prairie Lodging Options Include:

- Hilton Garden Inn – 1220 S Grand Ave.
- Quality Inn & Suites – 105 Business Park Dr.
- Super 8 by Wyndham – 1033 Emerald Terrace
- Valued Stay Inn – 820 W Main Street
- The Gathering Place – 211 W Main Street
- Additional short-term rentals (Airbnb, VRBO, etc.)

Marketing Sponsorship Program

This program supports marketing efforts that attract new and returning competitions, sporting events, conferences, trade shows, and related initiatives to Sun Prairie. Marketing Sponsorship funds may be paid upfront.

Eligible Uses of Funds:

- Graphic design
- Traditional advertising (radio, TV, newspaper)
- Digital advertising and social media campaigns
- Printing and signage
- Website design or maintenance
- Out-of-home advertising (billboards, transit, etc.)

Marketing efforts must demonstrate the intention to reach audiences outside a 60-mile radius.

Ineligible Uses:

- Staffing
- Local-only marketing
- Operational costs
- Award supplies or payouts
- Merchandise for sale (unless co-branded with Visit Sun Prairie)



2026 APPLICATION FORM

(Applicants may input information below and/or attach additional pages.)

Organization Information

- Organization Name:
- Contact Name:
- Phone:
- Email:
- Initiative Website:
- Social Media: Facebook | Instagram | Other
- Mailing Address:
- City / State / ZIP:

Event / Project Information

- Event/Project Date & Description:
- Projected Number of Overnight Stays in Sun Prairie:

Marketing & Advertising Plan:

(Describe your marketing strategy, including how you will reach audiences beyond a 60-mile radius.)

Media & Public Relations Strategy:

(Explain how you will pursue media coverage and why your initiative is newsworthy.)

Tourism Impact Strategy:

(Describe how you will promote Sun Prairie and its lodging properties.)

Revenue Sources:

(List sponsorships, ticket revenue, in-kind contributions, and other income.)

If Funding Is Not Received:

(Explain the impact on your project.)

**Expense Summary:**

(Do not duplicate expenses across programs.)

Visit Sun Prairie Grant Program (Typical 50% Reimbursement)

- Facility / Room Rental
- Equipment Rental
- Unique Event Expenses
- Other (describe)

Visit Sun Prairie Grant Program Total:**Marketing Sponsorship Program (Paid Up-Front)**

- Professional Designer
- Media Buys (radio, TV, newspaper)
- Out-of-Home Advertising
- Website Design/Maintenance
- Digital Ads
- Social Media
- Printed Materials
- Other (describe)

Marketing Sponsorship Program Total:**Funding Requested (Max \$10,000):**

Applicant Signature & Date: _____



Post-Initiative Recap Report

Must be submitted within 45 days of the event or by November 30 of that same year (whichever is closer to event end date.) Applicants may input information below and/or attach additional pages.

Project Name and Narrative:

Attendance by Day:

Marketing Outcomes:

(Provide metrics such as reach, impressions, audience targeting, and engagement.)

Future Plans:

(Describe whether the event will continue and any planned improvements.)

Checklist:

- Projected Sun Prairie Stays: _____ Actual Sun Prairie Stays: _____ Other Overnight Stays: _____
- Expense Summary Actuals Included
- Receipts Attached
- Marketing Materials Submitted

Signature: The recipient certifies that all information is true and accurate.

Print Name

Title

Signature

Date



Tourism Commission Grant & Marketing Sponsorship Score Sheet

Applicant/Initiative:

Rating System: 1 = Does Not Meet | 2 = Meets | 3 = Exceeds

Criteria	1	2	3
Contributes to overnight stays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reaches a new market or demographic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrates organizational capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding proportional to benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supports tourism attraction goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing exceeds 60-mile radius	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generates positive exposure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benefits additional Sun Prairie businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive overall tourism impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Total Points: _____ out of 27

Comments:

Reviewer Signature & Date: _____

Recommended Funding Amount:



Sample Recommendation Letter Template

Required for first-year applicants (three letters). Attach additional pages if needed.

[Business Name]

[Business Address]

[City, State ZIP]

[Phone Number]

[Email Address]

[Date]

Tourism Commission
City of Sun Prairie
c/o Visit Sun Prairie / Sun Prairie Chamber of Commerce
109 E. Main Street
Sun Prairie, WI 53590

Re: Letter of Recommendation for **[Applicant/Organization Name]**

To the Members of the Sun Prairie Tourism Commission:

I am pleased to offer this letter of recommendation in support of **[Applicant/Organization Name]** and their application for the 2026 Visit Sun Prairie Tourism Grant and Marketing Sponsorship Program. As **[Your Role/Title]** of **[Your Business Name]**, I have worked with the applicant for **[number]** years and have consistently been impressed by their professionalism, community involvement, and commitment to creating events that enrich Sun Prairie's cultural and economic landscape.

[Applicant/Event Name] has a strong track record of drawing both residents and visitors to our community. Their upcoming project, **[event/project name]**, has clear potential to generate meaningful tourism activity, particularly through **[describe factors—e.g., overnight visitors, regional appeal, niche audience, partnerships, etc.]**. Past events coordinated by this organization have demonstrated measurable positive impact on local businesses, especially in the hospitality, retail, and dining sectors.

From a business perspective, I value the applicant's ability to execute well-organized, well-promoted initiatives that elevate Sun Prairie's profile as a welcoming and vibrant destination.



They consistently prioritize collaboration with local establishments, including ours, which strengthens the economic ripple effect of their efforts.

Beyond the event itself, **[Applicant/Organization Name]** has shown a strong commitment to professional marketing practices that align with the goals of the Tourism Commission. Their plans for **[regional outreach, digital promotion, media engagement, etc.]** reflect a thoughtful strategy to attract visitors from beyond the 60-mile radius outlined in the program guidelines.

I support their funding request and believe that awarding this grant will contribute to increased visitation, expanded regional visibility, and tangible economic benefits for the City of Sun Prairie.

[Applicant/Organization Name] is an outstanding partner in driving tourism growth, and I am confident they will continue to produce high-quality initiatives that showcase our community.

Please feel free to contact me at **[phone/email]** if you require additional information.

Sincerely,

[Signature]

[Your Name]

[Your Title]

[Business Name]