Visit Sun Prairie Grant & Marketing Sponsorship Program

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 2027, the grant and marketing sponsorship programs have a total budget of $50,000. Applicants may apply for one of 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 combined funding is $10,000.

Submission Deadline: February 1, 2027

All grant information and criteria are subject to annual updates. New event applications may be given priority consideration over repeat events. 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.

Applications are reviewed by the Tourism Director and presented to the Tourism Commission. Applicants are required to attend both (virtually or in person) the review meeting(s) to present the initiative and the recap meeting after the event concludes to present the results of the program.

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)

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 (example – venues, restaurants, retail, lodging).
- Approved funds are paid as 50% upfront and up to 50% as post-event reimbursement.
- Grant recipients must recognize Visit Sun Prairie as a funding partner in promotional and marketing materials, including event websites, signage, printed materials, traditional media, email marketing, and social media. Official logos and branding guidelines will be provided.
- Visit Sun Prairie may require additional promotional or partnership deliverables as a condition of grant funding. These requirements will be outlined in the grant award notification and may include, but are not limited to, website advertising, exhibit or information booth space, sponsor recognition, speaking opportunities, inclusion in event communications, or other promotional benefits.

- Contact information for all Sun Prairie lodging options must be posted on all materials that promote the event (example – 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 the same year (whichever is closer to event end date) to be eligible for reimbursement.
- Post-Event Recap Reports are required to include:
    - Documentation of overnight stays at Sun Prairie lodging establishments.
    - Receipts and proof of expenditure(s).
    - 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 tourism commission meeting.

Sun Prairie Lodging Options:

- Hilton Garden Inn – 1220 S Grand Avenue
- Quality Inn & Suites – 105 Business Park Drive
- Super 8 by Wyndham – 1033 Emerald Terrace
- Country Inn & Suites – 160 W Main St (opening 2027)
- 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
- Out-of-home advertising (billboards, transit, etc.)
- Printing and signage
- Website design or maintenance

Marketing efforts must demonstrate the intention to reach audiences outside of 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)

2027 APPLICATION

(Complete the sections 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 (list full expense – Visit Sun Prairie will calculate 50%)
(approved funds are paid 50% upfront and up to 50% as post-event reimbursement)

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

Visit Sun Prairie Grant Program
Total Requested Funds (maximum 50%, up to $5,000):

_____

Marketing Sponsorship Program
(Approved funds are 100% paid upfront)

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

Visit Sun Prairie Marketing Sponsorship Program
Total Requested Funds (maximum $5,000):

Applicant 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	N/A
Contributes to overnight stays	○	○	○	○
Reaches a new market or demographic	○	○	○	○
Demonstrates organizational capacity	○	○	○	○
Funding proportional to benefits	○	○	○	○
Event shows economic impact to City of Sun Prairie	○	○	○	○
Marketing exceeds 60-mile radius	○	○	○	○
Generates positive exposure for Sun Prairie	○	○	○	○
Has the applicant secured additional sponsorships to support the event?	○	○	○	○
Does the application reach target audiences identified in the Visit Sun Prairie Marketing Plan?				
Regional families	○	○	○	○
Young professionals and couples	○	○	○	○
Sports and event travelers	○	○	○	○
Day-trippers	○	○	○	○
Positive overall tourism impact	○	○	○	○

Total Points: _____

Comments:

Reviewer Signature & Date: _____

Recommended Funding Amount: _____

POST-INITIATIVE RECAP REPORT

Project narrative: *(feel free to add more pages)*

Attendance (by day):

Please report measures of success that supported the initiative's marketing efforts. Include overall reach, targeting information, impressions, statistics, etc.

Future of the event?

Checklist:

Lodging:

Projected stays in Sun Prairie_____ Actual Sun Prairie stays_____ Overnight Stays ***in the Area***_____

___ Expense Summary actuals provided.

___ Receipts attached.

___ Submitted marketing materials, which include Visit Sun Prairie

___ Project Narrative

The grant recipient and organization represented attests that the responses in this follow-up report to be true and accurate.

Name_____ Title _____

Signature _____ Date _____

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

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