

Lexington

Buena Vista & Rockbridge County

Tourism Sponsorship Application

ROUND 10: Events occurring January 1–June 30, 2026

APPLICATION NOTE

**** Please be prepared to complete your application in a single session.**** If you are submitting an EVENT SERIES, scroll down to the Event Information section NOW. Be sure all 10 event date fields are displayed. If they are not visible, click the browser Refresh button to reload the application. Do this FIRST before you start the application to avoid losing data entered before that section. We apologize for any inconvenience this may cause.

CONTACT & BUSINESS INFORMATION

Rockbridge Regional Tourism sponsorship funds will be allocated exclusively to opportunities occurring within Rockbridge County, Buena Vista and Lexington.

Businesses/Organizations applying for funding must be in compliance with the jurisdiction in which it operates, and possess the proper licenses, permits, and insurance to host events.

- Event organizers may apply for a maximum of \$3,000.
- Available Sponsorship funds are \$10,000.
- The total available funds may, or may not, be fully awarded based on the number of applicants per round and by the strength of their applications.

ROUND 10: Events occurring January 1–June 30, 2026

Available Round 10 Funds: \$10,000

Application Opens: Friday, October 17, 2025

Application Closes: Sunday, November 16, 2025

Award Announcements: Friday, December 19, 2025

Sponsorship Invoices + W9 Submitted to Tourism: Tuesday December 23, 2025

Award Distribution: Week of December 29, 2025

Organization/Legal Business Name *

Official name that will appear on any award check.

Event Contact *

First Name

Last Name

Contact Email *

example@example.com

Contact Phone Number *

Please enter a valid phone number.

EVENT INFORMATION

Event Name *

Indicate the duration of your event. Please complete the following fields with relevant dates. *

- ☐ Single Day Event
- ☐ Multiple Day Event
- ☐ Event Series

Single Day Event Date



For a Multi-Day Event, select the start and end dates.

For an Event Series, enter the date for each event (MM-DD-YYY).

Event 1

Event 2

Event 3

Event 4

Event 5

Event 6

Event 7

Event 8

Event 9

Event 10

Is your event free or ticketed? Indicate ticket prices for various audience types.

*

Ticket Prices for Adults, Children, by age, by package, etc.

In which jurisdiction does your event occur? *

- ☐ Lexington
- ☐ Buena Vista
- ☐ Rockbridge County
- ☐ Multiple Jurisdictions

What is your financial ask? *

Maximum ask is \$3,000.

What other funding have you received or hope to receive? EX: Virginia Tourism Corporation Marketing Leverage Grant, Dominion Energy Awards, W&L Community Grants *

APPLICATION

Tourism Mission

To promote the area as a distinctive destination where out-of-town visitors can experience our "small towns, big backyard" including historic sites, natural scenic wonders, charming towns, and abundant outdoor adventure, therefore enhancing the economic impact of the local community with revenues generated from retail sales, admission fees, meal taxes, and lodging taxes.

Does your event support the Rockbridge Regional Tourism mission? How will your event complement current marketing efforts promoting "small towns, big backyard" experiences such as road trips, charming downtowns, historic and agritourism sites, outdoor recreation and scenic beauty? *

Type here...

Event Marketing

How many guests do you hope/expect to attend the event/series? Of those guests, how many or what percent do you expect from out-of-town? *

How will you specifically market your event? (list the various methods such as print, FB, digital, radio ads, posters, etc.) *

Type here...



Who is your audience? Are you targeting a local audience? Are you targeting an out-of-town audience (at least 50 miles away)? Where is your geographic market? Are you advertising in a geographic market to attract out-of-town visitors? *

Type here...



Will you collect any guest information or statistics such as the attendee's home origin (city/zip code)? If so, how will you share this data with Tourism? *

Type here...



In the spirit of cross-promotion, the event must be in partnership with Rockbridge Regional Tourism.

Reasonable efforts should be made to fulfil the below requirements. Failure to do so will negate future applications.

- Submit your event to the Tourism [Event Calendar](#).
- Create a Facebook Event.
- Display the [Tourism logo](#) in event marketing efforts such as posters, printed materials, website, social media, t-shirts, swag and broadcast media.
- Provide a link to <https://lexingtonvirginia.com/> on the event website.
- Utilize Tourism's #lexingtonva hashtag on social media posts.
- Display Tourism's marketing materials on-site.
- Submit a brief report summarizing the outcome of the event within 45 days.
 - A report template will be provided.
 - The final report will be evaluated on overall marketing results—performance must be satisfactory in order to qualify for future applications.
- Collect and share any relevant visitor and economic impact information/stats collected with Regional Tourism.
 - EX: zip codes, visitor home origins

The event agrees to be in partnership with Rockbridge Regional Tourism. *

- ☐ Yes
- ☐ No

The event confirms their compliance with the jurisdiction in which it operates, and possess the proper licenses, permits, and insurance to host events. *

- ☐ Yes
- ☐ No

Application Submission

Upon successful submission of an application, applicants will see a Confirmation Screen with instructions AND will receive an Email Confirmation. Look for an email from Jotform with the Subject Line "Submission Confirmed: Tourism Sponsorship Application" in your Inbox or

check your Junk/Spam folder. * If you do not receive these confirmations, your application has not been successfully submitted.*

Submit