

Lexington

Buena Vista & Rockbridge County

Tourism Sponsorship Application

ROUND 12: Events occurring January 1– June 30, 2027

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 12: Events occurring January 1– June 30, 2027

Available Round 12 Funds: \$10,000

Application Opens: Tuesday, September 1, 2026

Application Closes: Wednesday, September 30, 2026 (midnight)

Award Announcements: First week of November, 2026

Sponsorship Invoices + W9 Submitted to Tourism: Wednesday, November 11, 2026

Award Distribution: First week of December, 2026

Organization/Legal Business Name *

Official name that will appear on any award check.

Event Contact *

First Name

Last Name

Physical Address *

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Contact Email *

example@example.com

Contact Phone Number *

Please enter a valid phone number.

EVENT INFORMATION

Event Name *

Website or Event Link *

Event Address *

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Please provide a brief description of the event including purpose, major activities, etc. *

Which best describes this event? A "visitor" is defined as an individual traveling 50+ miles to visit or attend an event. *

- ☐ An annual community event designed to attract visitors
- ☐ A recurring seasonal event designed to attract visitors
- ☐ An ongoing business promotion or in-house activation (e.g. weekly bingo, trivia, discount/specials, etc.)
- ☐ Other

If this is an ongoing business promotion or recurring activation, please describe how this version is significantly expanded or redesigned to attract visitors and support Tourism's goals.

If you indicated "Other," please describe.

Single Day Event Date

MM-DD-YYYY



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

Start Date

End Date

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.

In your own words, how does your event bring the Rockbridge Regional Tourism mission to life? 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 & Economic Impact

What is your estimated total attendance? *

Who is the primary target audience for this event? *

- ☐ Mostly local residents (over 75% local)
- ☐ Mostly out of town visitors (over 50% from 50+ miles away)
- ☐ A mix of local residents and out of town visitors

If you picked "A mix of local residents and out of town visitors" please specify the local and visitor percentages of your target audience.

Please describe your target audience and why they are a good fit for this event? Include cities, regions, demographics, and interests. *

Please provide an overview of your marketing plan. (list the various methods such as print, FB, Instagram, YouTube, digital, radio ads, posters, etc.) *

Type here...

Please provide a detailed budget for your marketing plan, including a breakdown of each media placement. Clearly indicate how Tourism Sponsorship funds will be

allocated across these efforts. *

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...

Do you expect your event to generate overnight stays in the Rockbridge region? *

- ☐ Yes
- ☐ No
- ☐ Unsure

Will your event directly involve or partner with local businesses (restaurants, shops, lodging, or attractions)? *

- ☐ Yes
- ☐ No
- ☐ Unsure

If yes, please describe this partnership. *

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