SPONSORSHIP PROGRAM
Application Checklist

Financial
- o Make requested funds budget—optional template available here
- o Make full operating budget—optional template available here

Marketing
- o Review current data provided by VTC here
- o Develop target market for your project/event
- o Create a marketing strategy to reach your defined target market

General
- o Review application form at kinggeorgecountyva.gov/sponsorshipapp
- o Submit completed form and budget

King George Tourism