



SPONSORSHIP PROGRAM

Funding Checklist

To be reimbursed for additional awarded funds, you must provide proof of the following provisions within 30 days of your event or completion of your project.

Post Report

Must be written and submitted to info@co.kinggeorge.state.va.us containing the following:

- Marketing and lodging reports
- Attendance numbers
- Participant and stakeholder feedback via survey or other means of data collection
- Summary of the project and its objectives, highlights, and achievements
- Evaluation of the success of the project and its marketing strategies
- Advertised sponsorship package
- Detailed report of the final budget, revenue generated, expenditures, and use of county funds in a spreadsheet with accompanying bank statements, receipts and product proofs (i.e. an advertisement proof), including a list of funds from sponsors and vendors
- Proof of insurance from event/project coordinator or form accepting liability, as well as proof of insurance for all vendors
- Proof of vendor registration with King George County Commissioner of the Revenue's Office
- Actionable items for future planning and improvements

Equipment

- Delivery of any equipment purchased using county funds unless otherwise specified by the King George Board of Supervisors.

Marketing

- Proof marketing materials contain the official Visit KGVA logo
- Proof Visit KGVA social media accounts tagged or otherwise added to all social media marketing
- Proof Visit KGVA highlighted as a destination in at least one marketing email
- Proof website marketing mention Visit KGVA logo with link

Events

- Proof a booth was provided for King George County Tourism

King George Tourism