



# 2016 Event and Festival Sponsorship Program

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Application Deadline: **February 12, 2016**

## INSTRUCTIONS

### Overview

Cultural, heritage, and recreational events within the Erie Canalway National Heritage Corridor deliver significant tourism and economic benefits to communities. The Erie Canalway National Heritage Corridor has teamed up with NYS Canal Corporation to offer a limited number of competitive sponsorships up to \$500 for events or festivals taking place from May 2016 through November 2016.

### Criteria

**Eligible applicants:** Municipalities or nonprofit 501(c)(3) organizations

**Festivals or Events shall:**

- Occur within the boundaries of the Erie Canalway National Heritage Corridor (see [http://www.eriecanalway.org/about-us\\_what-is-erie-canal.htm](http://www.eriecanalway.org/about-us_what-is-erie-canal.htm) for map)
- Have a cultural, heritage, or recreational theme that is connected to the waterway. For example:
  - Celebrations that focus specifically on the heritage of the canal;
  - Events that encourage active use of the NYS Canal System or Erie Canalway Trail;
  - Celebrations of local art, food or wine that showcase a direct connection to the canal historically or today.

**We will not fund:**

- Events/festivals that charge an entrance fee to the public. Events that require a registration/participation fee are excluded.
- Staff time
- Food or beverages
- Advertising expenses for the organization is not allowable. Advertising expenses specific to your event or festival is allowable for any media (e.g. brochure, flyer, poster, newspaper ad, TV or radio)
- Applicants who are not in good standing for other projects funded by Erie Canalway.

### Application Process

- Applications must be typed. Handwritten applications are not accepted.
- First time applicants for Erie Canalway funds are required to submit a signed W-9 with application, or funding request will not be considered.
- Submit completed application electronically to [Diane\\_Jennings@partner.nps.gov](mailto:Diane_Jennings@partner.nps.gov).
- Hardcopy submissions should be sent to the contact information provided on application.

## Sponsorship Requirements If Awarded

Applicants selected for award will receive detailed information regarding the sponsorship requirements needed to be met. Those requirements are listed below for applicants to take into account and consider when applying for sponsorship. Requirements must be met to remain eligible for future Erie Canalway funding.

### ✓ **Recognition of Sponsorship**

- Recognize sponsorship on event website and promotional materials. We will provide sample language. If sponsor logos are used, guidelines supplied for use of Erie Canalway National Heritage Corridor and NYS Canal Corporation logos must be followed;
- Provide a copy of event materials (e.g. brochure, flyer, poster etc) that document recognition.

### ✓ **Matching Funds**

Complete a **Matching Funds Form** within 30 days of your festival or event. You will also be required to provide public attendance numbers on this form.

A minimum one-to-one match is required. Federal dollars may not be used as a match. Matching funds may include financial support, in-kind donations, or volunteer hours.

If volunteer hours are used as a match, then the name of each volunteer, tasks performed, work hours and signature must be recorded on a separate document sent with the matching funds form.