



EXPLORE
LICKING COUNTY
FIND YOUR WAY



Sponsorship Request

2023 Season

Explore Licking County (ELC) is actively engaged with the community by awarding sponsorship funds to charitable, non-profit, start-up events and established local events, which are designed to enhance the Licking County experience.

Unfortunately, we cannot always meet every request, but a review panel of the ELC board of directors will thoughtfully and carefully review every request and make determinations based on the request and our available funding. ELC will not provide sponsorship funds for (i) events or activities related directly or indirectly to the nomination, election, or appointment of any candidate for political office or (ii) sectarian religious events or activities (but may award funds for other activities conducted by sectarian religious organizations). All requests are to be delivered to ELC no less than sixty (60) days prior to your event for consideration.

The maximum requested amount is \$750.00.



Requester Details

TODAY'S DATE

ORGANIZATION REQUESTING SPONSORSHIP

ADDRESS

ZIP

PHONE

EMAIL

WEBSITE OF ORGANIZATION OR EVENT

SOCIAL MEDIA CHANNELS FOR EVENT / TAGS OR NAME HANDLES

TOTAL FOLLOWERS / ENGAGEMENT STATS FOR SOCIAL MEDIA CHANNELS

Sponsorship Details

NAME OF EVENT

DATE OR RUN DATES

LOCATION ADDRESS

ZIP

IS YOUR ORGANIZATION A REGISTERED NON-PROFIT?

☐ YES ☐ NO

WILL ANY / ALL PROCEEDS OF YOUR EVENT BENEFIT A
LICKING COUNTY CHARITY?

☐ YES ☐ NO

IF YES, PLEASE SPECIFY CHARITY OR DETAILS BELOW:



Sponsorship Details

Contact Information

SPONSORSHIP COORDINATOR

PHONE

EMAIL

MAKE PAYMENT TO

PAYMENT ADDRESS

ZIP

Collateral Opportunities

Logo or Branding Placement

- | | |
|---|---|
| <input type="checkbox"/> BANNERS/SINAGE AT EVENT | <input type="checkbox"/> TAGS THROUGH SOCIAL MEDIA |
| <input type="checkbox"/> T-SHIRTS | <input type="checkbox"/> PRINT AD / PUBLICATIONS |
| <input type="checkbox"/> RADIO OR TELEVISION | <input type="checkbox"/> PLACEMENT ON REGISTRATION FORMS |
| <input type="checkbox"/> EVENT WEBSITE | <input type="checkbox"/> LINK TO ELC WEBSITE ON EVENT WEBSITE |
| <input type="checkbox"/> POSTER | <input type="checkbox"/> BILLBOARD / ROAD SINAGE |
| <input type="checkbox"/> OTHER <i>(please describe)</i> | |

TOTAL PRINTED PIECES
BEFORE EVENT

TOTAL PRINTED PIECES
DURING EVENT

- ☐ ELC SPONSOR SPECIFIC AREAS OF THE EVENT
(entertainment, tents, food, awards, etc.)



PURPOSE OF EVENT:
(attach additional pages if needed)

HOW WILL SPONSORSHIP FUNDS BE USED:



Sponsorship Terms

I understand that by completing this request, it is not a guarantee of sponsorship, but a request for consideration by Explore Licking County. I further understand that should funding be made available, my event or organization will be obligated to use only approved Explore Licking County brand assets in any and all advertisement. Once sponsorship is secured, I will be given appropriate links to the official Explore Licking County media tool kit and will use all brand assets based on established brand guidelines provided to you. Sponsorship funding will be dispersed as follows: Fifty percent (50%) of awarded funding will be made available upon approval. The remaining fifty percent (50%) will be dispersed once Explore Licking County has had the opportunity to review and approve all event collateral containing ELC branding. This collateral review will include but is not limited to: printed pieces, digital links to websites and social media channels, radio or television advertisement scripts, and any other marketing collateral listed within this request form. The collateral review must have ELC approval before printing or delivery to the end user. Examples of final printed collateral pieces are to be submitted to ELC when available.

On behalf of the organization or event for which this request is submitted, I certify that (i) the event or activity for which sponsorship funds are requested is not related directly or indirectly to the nomination, election, or appointment of any candidate for political office, (ii) the event or activity for which sponsorship funds are requested does not constitute a sectarian religious activity; and (iii) in its use of funds, the organization and/or the event/activity will not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, disability, or age.

SPONSORSHIP AMOUNT REQUESTED

(the maximum requested amount is \$750)

PRINT NAME

TITLE / ORGANIZATION

SIGNATURE

DATE

TO SUBMIT BY MAIL:
(60 days prior to event)

Explore Licking County
Attn: Dan Moder (Sponsorship)
5 South 3rd St.
Newark, OH 43055

TO SUBMIT BY EMAIL:
(60 days prior to event)

dan@exploreelc.org

