



2019 Event & Festival Sponsorship Instructions to Applicants

Application Deadline: **February 20, 2020**

Overview

Cultural, heritage, and recreational events within the Erie Canalway National Heritage Corridor deliver \$1.3 billion in economic benefits to communities. To boost support for canal events, 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 2020 through November 2020.

We support events that help people explore and connect with the Canalway Corridor's heritage, recreational assets, beauty, and unique communities. These events may be, but are not limited to:

- Events that focus on the heritage and culture of the canal. The bicentennial period (1817-1825) of the Canal System continues in 2020. Events that mark this celebration will be given priority consideration.
- Events that promote recreation within the Corridor, especially when they encourage use of the New York State Canalway Water Trail, Canalway Trail, or participation in the Canalway Challenge.
- We are working to strengthen the Canalway Corridor as an inclusive tourism destination for people of all ages and diverse accessibility needs. Events that actively target and accommodate people with disabilities or people from underserved populations will be given priority consideration.
- Celebrations of regional food and beverages must showcase a direct connection to the canal. Please note that the cost of food and/or beverages is not eligible for funding; funds may be used to cover marketing, entertainment, or other aspects of the event.
- Multiday events and those involving partnerships between two or more organizations will be given priority consideration. Multiday events bring a larger number of visitors and a significantly greater economic impact to Corridor communities.

Criteria

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

Events or festivals shall:

- Occur within the boundaries of the Erie Canalway National Heritage Corridor (see www.nycanalmap.com for boundary map)
- Showcase a direct connection to the canal historically or today

We will not fund:

- Staff time
- Food and beverages
- Advertising expenses for the organization are not allowable, advertising expenses specific to your event or festival are allowable for any media
- Applicants who are not in good standing for other projects funded by Erie Canalway

- Education programs (e.g. summer camps), (please see IMPACT! Grants: www.eriecanalway.org/resources/grants)
- We will consider events and festivals that charge a registration fee (e.g. race registration, paddling rental fee); events are evaluated on an individual basis

Application Process

- Complete online submission form at: www.eriecanalway.org/resources/grants/event-sponsorship-application
- All applicants for Erie Canalway funds are required to submit a signed W-9 with application, or funding request will not be considered

Sponsorship Requirements If Awarded

Please be aware of the following requirements 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 & Final Reporting

- Complete a **Matching Funds Form** within 30 days of your festival or event.
- Provide public attendance numbers.
- 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.

Applicants selected for award will receive detailed information regarding the sponsorship requirements upon award.