



Rock Falls Tourism – Event Sponsorship Grant

Eligible Event Criteria

- Event must reflect Rock Falls and/or Whiteside County in a positive manner.
- Event should demonstrate a positive impact on overnight stays and tourism in Rock Falls, Illinois and have a large community draw
- The event cannot precede application for grant funding
- The event must be completed by end of the RFT fiscal year [April 30th] in which application for the grant was approved.

Eligible Applicants

The RFT Board of Directors [RFTBD] will consider sponsoring events held by approved organizations that convey a positive image for Rock Falls and Whiteside County. The following entities are eligible to apply for sponsorship funds:

- Not-for-profit groups with documented 501(c) status – when event is intended as a community enhancing event.
- Committees recognized under the auspices of local governments and taxing bodies – promoting youth events, tourism activities, and/or encouraging community involvement to enhance the image of Rock Falls.
- For profit-entities – when event is intended as a community centered and enhancing event, such as concerts, art festivals, and other events as determined by the RFT Board.

Note: The RFT Board reserves the right to consider any other type of event or organization on a case-by-case basis.

Request Application Deadlines/Timelines

Sponsorship requests may be submitted at any time during the RFT fiscal year May 1 – April 30. The RFTBD will consider sponsorship requests until annual allocation is expended.

Request applications must be received a minimum of 45 days, prior to the start date of the event for review by the RFTBD for approval. However, submission of the request does not imply an award of funds. RFT is under no obligation to disburse funds to any given applicant.

A letter indicating approval or rejection will be forwarded to the requesting organization after the RFT board meeting where decision was made. Upon approval the requested funds are released to requesting organization in approximately 15 days after approval by the RFTBD.

Award Limits

The RFTBD allocates a portion of its annual budget each year for event sponsorships. The highest priority will be given to events and opportunities that promote a positive image for the community and have a potential to attract overnight stays in Rock Falls. Sponsorship award amounts are determined by the RFTBD based on availability of funds with the following guidelines:

One-day events: Up to \$500.00

Two or more day events: Up to \$1,000.00

Request Frequency

RFT aims to sponsor and support organizations fairly throughout the fiscal year (May 1-April 30). RFT will only accept ONE application per Organization in a fiscal year; however, you are allowed to include multiple events on the same application. This process will help RFT allocate funds throughout the year to properly support community events. Multiple event submissions do not qualify for additional funds exceeding the amount set in the award limits section.



Public Acknowledgement of Funds

All events utilizing a RFT Event Sponsorship Grant are required to place RFT signage at the event indicating funding was provided by the RFT including all acknowledgement on all social media. The RFT office will provide banners, yard signs or indoor signs and digital logos for this purpose. All signs must be returned to the office within one week after the event.

Secondly, any and all print/digital materials created to advertise the event must have the RFT logo and website address with active links to visitrockfalls.com placed upon it. Radio advertisements must elude to “Sponsorship provided by Rock Falls Tourism and/or visitrockfalls.com”

Events receiving a RFT Event Sponsorship Grant may be required to provide additional public acknowledgement in the form of sponsorship recognition. The level of sponsorship will be determined prior to awarding of the grant.

Facebook-Boosted Posts

Due to Facebook’s General Advertising Policies on Boosted Posts-it is not required to add acknowledgement to the original boosted posts. Acknowledgement must be added to the “write a comment” on the boosted post and all other non-boosted Facebook posts are required to acknowledge RFT sponsorship indicating funding was provided by the RFT.

Cancellation of Sponsored Event

Should the sponsored event be cancelled all funding provided by RFT must be repaid, unless event is rescheduled within the same fiscal year. Upon review of the circumstances and reasons for the cancellation, RFT reserves the right at its sole discretion to waive the reimbursement of the grant funds.

Compliance for Funding

The major objective of RFT is to work toward creating and maintaining a positive visitor experience within the Rock Falls community and encouraging overnight stays in Rock Falls Illinois. Therefore, failure by the requesting entity to follow these guidelines for sponsorship may result in the awarded grant amount being refunded to Rock Falls Tourism and/or will jeopardize any future funding from RFT.

Indemnity Clause

The applicant organization agrees to indemnify and hold harmless RFT, its directors, officers, agents and employees from and against all claims, demands, actions, causes or action and other liability and expense (including attorney’s fees and costs) arising out of or related to the Event, including without limitation, claims for bodily injury, death, or property loss or damage by whomsoever such claims may be asserted, including specifically but without limitation, employees of applicant organization, vendors, contractors, and members of the general public. The applicant organization liability shall not extend to claims that are determined by a court of competent jurisdiction to be due solely to the negligence or willful misconduct of RFT.

Independent Contractor

The applicant organization agrees that it is an independent contractor with respect to RFT and has no authority or power to incur obligations or make commitments of any kind for or on behalf of RFT, or to commit or bind RFT to any form of contract, agreement, or employment relationship. The applicant organization is not a partner, joint venture or employee of the RFT. The applicant organization will be solely responsible for persons engaged by the applicant organization to work on the event.



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Insurance Waiver (If applicable)

Organization agrees to provide Liquor liability insurance covering the serving or sale of alcoholic beverages to the public at the Event in the amount not less than \$1,000,000 per occurrence. Such insurance shall include by endorsement, the RFT, and its directors, officers, employees and affiliated companies as additional insured for the Event.

Inquiries may be directed to:

Rock Falls Tourism Director
601 W. 10th Street, Suite 1A
Rock Falls, IL 61071

Telephone: 815-622-1106 | Cell: 815-590-7330
Email: director@visitrockfalls.com

Application

Application Date: _____		Application Received: _____	
Event Name: _____			
Date(s) of Event: _____	<input type="checkbox"/> New Event	<input type="checkbox"/> Existing Event of _____ years	
Cost of Admission per person: _____	<input type="checkbox"/> Free		
Potential Attendance this year: _____	Actual Attendance last year: _____		
Potential Overnight Stays this year: _____	Actual Overnight Stays Last Year: _____		
Budget for Event			
Overall Budget for Event:	_____		
Amount Requested from RFT:	_____		
Amount Received from other Entities:	_____		
Projected Net Income from Event:	_____		

Requesting Organization Name: _____

Address: _____

Contact Person: _____ Telephone: _____

Email: _____ Cell Phone: _____

Not-for-profit

Civic group

For profit business



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Explain in detail the impact of the event to the community at large: (continue on another page if necessary)

Lined area for writing the impact of the event to the community at large.

Projected number of overnight stays: _____ Projected attendance: _____

How will the grant money be utilized for the event? (continue on another page if necessary)

Lined area for describing how the grant money will be utilized for the event.

Will Liquor be sold? _____ if so, attach copy of insurance waiver.

Type of Signage needed for event (these must be returned to RFT within one week after your event):

Banner

Yard Sign - how many _____?

I, the undersigned, understand the following:

- The submission of an application does not guarantee an award
• To my knowledge information provided is true and accurate
• Failure to comply with the requirements associated with this request may jeopardize any future funding from RFT
• If applicable, that my organization will provide proper insurance coverage as indicated in these guidelines

I do hereby agree to all the terms and conditions contained in the guidelines which I acknowledge that I have received, read and fully understand.



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Signed _____

Date _____

For Rock Falls Tourism Board ONLY

Action Taken: Approved Denied

Comments:

Date Received: _____ **Date of Action:** _____ **Release of Funds Date:** _____