



Sponsorship Request Form

ORGANIZATION INFORMATION

Name of Organization EIN/Tax ID #

Mailing Address Line 1

Mailing Address Line 2 (optional) City State Zip

Main Phone Number Organization Website

Contact Name Contact Title

Contact Phone Number Contact Email

Has the organization received support from the WCCVB? If so, when?

PROJECT INFORMATION

Project or Event Name Event Date

Cities/Counties Served Estimated Number of Attendees

Description of Event/Project

How will Visit Franklin be recognized as a sponsor for your project or event?

Signature of Applicant Date

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KEY BENEFITS

We consider the list of key benefits outlined when evaluating sponsorship agreement requests, while also acknowledging that our assessment is not confined solely to this criteria:

- **Visitor-facing event or benefits:** Opportunities to engage directly with visitors through events or benefits.
- **Visit Franklin branding opportunities:** Chance to showcase and promote Visit Franklin’s brand and logo.
- **Local messaging (i.e., not “Nashville”):** Priority is placed on showcasing the unique local identity intrinsic to the community or city hosting the event or project.
- **Access to demographic breakdown, origin market, household income, audience stats:** Insights into the demographic profile, origin markets, and preferences of the audience.
- **Pre and/or post-event communication access:** Ability to communicate with stakeholders before and/or after events.
- **Post-event impact report showing ROI to Visit Franklin:** Detailed report demonstrating the return on investment for Visit Franklin.
- **Giveaway/media access passes:** Passes for giveaways or media access, enhancing promotional activities and presence.
- **Speaking opportunities:** Platform for representatives to speak and represent Visit Franklin.
- **Summary of campaign marketing plan including goals for the event:** Overview of the marketing strategy and objectives for the event.
- **Sponsorship benefits to Visit Franklin (e.g., digital promotion, logo placement):** Benefits offered to Visit Franklin in exchange for sponsorship, such as digital promotion and logo placement.

This comprehensive list covers various aspects of sponsorship benefits, ensuring a well-rounded approach to partnership opportunities.

SCHEDULE OF APPLICATION & AWARDS

Accepting Opportunity	Review Process	Awarded
First Quarter	July - September	October 1
Second Quarter	October - December	January 1
Third Quarter	January - March	April 1
Fourth Quarter	April - June	July

In order to be considered, requests must adhere to the schedule of application and will then be reviewed and awarded. Completion of the form does not guarantee a sponsorship. Your sponsorship request form must be accompanied by a written request on your organization’s letterhead or event flyer and submitted to:

Williamson County CVB
Attn: Heather Doleshel
400 Main Street, Suite 200
Franklin, TN 37064
heather@visitfranklin.com