



Oregon's Mt. Hood Territory Event Sponsorships

Thank you for your interest in an event sponsorship from Oregon's Mt. Hood Territory (OMHT)/Clackamas County Tourism, the designated destination organization for Clackamas County. Funding for our operations and programs comes from the County's 6% Transient Room Tax (TRT) which is collected by lodging properties within the County and paid by guests.

Event sponsorships are available for visitor-facing events held within Clackamas County that can demonstrate broad positive economic impact for the community in which they take place.

Event sponsorships have a maximum funding level of \$1,500 per event and are only available to event organizers. Organizations may receive one (1) event sponsorship per calendar year quarter. Third parties and venues that offer space for events are not eligible to receive sponsorship funds.

The intent of OMHT sponsorships are to assist in the creation and marketing of new events, or to enhance or grow existing events.

To the greatest extent possible, sponsorship funds should also be used to:

- Address issues pertaining to the overuse or underuse of existing tourism assets, perceptions of safety, and economic recovery from Wildfires/COVID
- Provide for greater diversity, equity and inclusion within Clackamas County
- Further the development of a more sustainable tourism ecosystem

If an event has a structured sponsorship program, any funds provided by OMHT shall be acknowledge accordingly. Logo image files are available at <https://www.mthoodterritory.com/logos>.

Events sponsored by OMHT shall be posted to our online Calendar of Events. Information can be entered at <https://www.mthoodterritory.com/calendar-of-events-form>

Event organizers are also encouraged to check out the co-op marketing opportunities we offer at <https://www.mthoodterritory.com/co-op-ad-program>

Request Process:

- Event sponsorship requests emailed to jim@mthoodterritory.com (see outline below)
- Requests will be reviewed and replied to within 2 weeks
- If approved, requestor will need to submit a completed IRS W-9 Form if one is not already on file with the County's Finance Department

Organizations that receive sponsorships agree to submit a brief report within 30 days of the event's conclusion that includes highlights, an economic impact evaluation, available attendance data and lessons learned that might make the event even more successful in the future.

Oregon's Mt. Hood Territory Event Sponsorship: How to Request

To request an event sponsorship, please send an email to Jim Austin (jim@mthoodterritory.com) with "Sponsorship Request" in the subject line along with the date(s) of the event.

In the body of the email please include:

A brief introduction

A statement of request and amount being requested

Information about the lead organization (requestor) and other partners involved

Information about the event that includes –

- A description (what is it for/why is it being held), date(s) and location
- Event status (is it new, returning (paused during COVID), existing/reoccurring)
- Information about the target audience/attendees/participants and expected attendance numbers
- Accessibility (open to the general public or ticketed event)
- Sponsorship program details (if exists) levels/acknowledgment
(Please attach copy of sponsorship packet if available)

As best possible and as applicable, please include a brief narrative that articulates how the event would:

- provide broad economic impact for the community it is being held (community can be city/cities or area such as "Hwy 26 corridor")
- address issues of overuse or underuse of existing tourism assets, perceptions of safety, and/or economic recovery from Wildfire/COVID
- provide for greater diversity, equity and inclusion within Clackamas County
- further the development of a more sustainable tourism ecosystem

Please feel free to include/attach any other information or materials you would like share about the event!

Note: The above is intended to serve as an outline for submitting a request for event sponsorship.