



# NEWS FROM **ULSTER COUNTY** *County Executive Jen Metzger*

---

**\*\*\*\*For Immediate Release\*\*\*\***

**Date:** Monday, March 27, 2023

**Contact:** Evan Menist, Assistant Deputy County Executive

(845) 340-3800 x8958 / [emen@co.ulster.ny.us](mailto:emen@co.ulster.ny.us)

## **Ulster County Tourism, Office for Film, and Ulster County Economic Development Launch Special Event Sponsorship Fund**

**KINGSTON, NY** - Ulster County Tourism, Office for Film, and Ulster County Economic Development have announced the Ulster County Special Event Sponsorship Fund, a new program to support events that bring tourists to Ulster County. Organizations and entities holding an event are eligible to apply for up to \$3,000 in funding in one calendar year. Events held anywhere in Ulster County from May 2023 to December 31, 2023, are eligible. Funding for this program is courtesy of Ulster County Economic Development.

The application is competitive, and priority will be given to events, activities, shows, etc. focused on bringing visitors outside of the County to Ulster County and events promoting diversity, unique cultural offerings, and/or improving accessibility. To apply for the use of County funds to help support an event, applicants must meet certain criteria. Below are details on eligibility and instructions for applicants:

- Priority will be given to events, activities, and shows focused on bringing visitors residing outside of the County to Ulster County, as well as events promoting diversity, unique cultural offerings, and/or improving accessibility.
- Applicants must submit a marketing budget showing the outlets where the event, activity, or program will be marketed.
- This is a competitive program. Not all requests will be funded. Maximum funding for any application in one calendar year shall be \$3,000.
- The Fund does not support or underwrite general marketing programs or expenses for tourism businesses, nor will it pay for talent.
- The Fund will not reimburse for events held prior to Fund deadline submission.

Applications are open now and will be accepted until the close of business (5 PM) on Friday, April 14, 2023. The application can be found at [tinyurl.com/UCEventFund](http://tinyurl.com/UCEventFund).

The size, scope, and audience for your event will determine the support available from the Fund. Evaluation of requests will be done by Ulster County Tourism and Ulster County Economic Development staff. For questions about this process, please contact Kristin Shufeldt at 945-340-3566.

**Ulster County Tourism** helps community organizations, not-for-profits, and businesses engaged in attracting visitors to Ulster County amplify and market their special events, activities, shows, fairs, and festivals. Below is a list of free County services, including marketing and promotional support that Ulster County Tourism provides regardless of financial sponsorship:

- Inclusion in monthly calendar of events, **Trending** (sent via email to 3,000 subscribers and every lodging accommodation in Ulster County)
- Feature as a Top 10 Event in **Trending**
- Submission to **Hudson Valley Magazine** as a monthly Top 10 Event
- Submission to Hudson Valley Tourism for inclusion on the website, social media and web blogs
- Inclusion in quarterly Ulster County Tourism e-newsletter with more than 5,000 subscribers
- Distribution of promotional fliers and brochures via department staff at Travel and Trade shows, special events, and in information kiosks at the County Office Building
- Mention in 2022 award-winning **Ulster County Travel Guide**
- Inclusion in the [online calendar of events](http://www.VisitUlsterCountyNY.com) <<http://www.VisitUlsterCountyNY.com>>
- Inclusion in our “What’s New” yearly round-up distributed to travel press and media
- Submission to “I Love NY”, the tourism branch of the New York Department of Economic Development, for their calendar, blogs, and promotional materials
- Feature on the Ulster County Tourism website
- Instagram/Facebook takeovers of the Tourism accounts and/or use of Reels/Stories
- Inclusion in press trips with travel writers
- Access to visitation and market analysis research and data
- Access to tourism economics and labor market information
- Educational webinars
- Monetary sponsorship (must meet criteria and annual application deadline)

\*\*\*