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Kentucky Sports Sponsorship Program FAQ

What happens once my application is submitted?

Kentucky Department of Tourism (KDT) staff will review application for eligibility and completeness. Applications will be forwarded to the Sports Sponsorship Review Committee (Committee) for consideration.

The Committee meets on an as-needed basis to review applications.

How will I be notified if my application is approved or denied?

Within 7 days of Committee approval the applicant will receive by mail an Official Notification of Award. Applicants whose applications are denied will be sent an email notifying them of the denial for funding assistance.

What happens once an applicant is awarded a Sponsorship?

Successful applicants will enter into a contract with KDT. Following the Official Notification of Award, KDT will send along a Sponsorship Agreement. The Sponsorship Agreement will include all requirements regarding acceptance and use of sponsorship funds and obligations of involved parties. Approved applications will become part of the Sponsorship Agreement document. Along with the Sponsorship Agreement, applicants will receive a Required Affidavit, and the Finance Cabinet Secretary's Order via Certified Mail. The Completed Agreement and Affidavit must be returned to the Sports Sponsorship Administrator by the date specified in the Certified Letter.

How will I receive my funding?

The Sports Sponsorship Program is a reimbursement program. Expenses eligible for reimbursement made after execution of the Sponsorship Agreement will be turned into KDT as part of the Reimbursement Request Document. The Reimbursement Request Document will include an itemized list of eligible expenses, receipts, cancelled checks or credit card statements showing where applicant has made payment within the allotted time line.

What are my responsibilities to satisfy the requirements of the Sponsorship Agreement?

The duty of the successful applicant is to help promote the Kentucky Department of Tourism Sports Sponsorship program through a number of channels: Web presence on the event webpage with the KDT logo, at least 1 social media post from an approved social media platform highlighting the KDT sponsorship, and presence at the event in the form of a banner, flag, etc. with the KDT logo.

What if I have more questions or need guidance?

Feel free to contact the program administrator for further assistance.

Kentucky Department of Tourism
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