

EVENT & MARKETING  
SPONSORSHIP PROGRAM:

# HEART AND INSPIRATION AWARDS



**EXPLORE  
TUALATIN  
VALLEY**

## **ABOUT EXPLORE TUALATIN VALLEY**

Established in 1983 as “Washington County Visitors Association”, Explore Tualatin Valley (ETV) is a non-profit destination marketing and destination development organization, funded by 2.33% of the transient lodging tax (TLT) generated and collected in Washington County. ETV’s role is to identify and market to out-of-area-visitors, with the mission to increase overnight visitation in Washington County, (known as “Tualatin Valley” to consumers).

### **VISION**

Tualatin Valley is known as a diverse and inspiring Oregon destination where urban sophistication and rural authenticity meet.

### **MISSION**

Explore Tualatin Valley cultivates a thriving destination through approachable and inclusive visitor experiences, sustainable economic impact, and exceptional quality of life.

### **CORE VALUES**

#### **Foundation**

We serve as a platform for cultural and economic growth

#### **Inspiration**

We spark big ideas and big experiences

#### **Relevance**

We focus on what truly matters to our visitors and our communities

#### **Tomorrow**

We propel our destination forward with vision and agility

#### **Heart**

We are rooted in—and connected to—our place

## **ELIGIBLE HEART AND INSPIRATION AWARDS**

Explore Tualatin Valley’s (ETV) Strategic Investment Program is a competitive award program offered to Washington County, Oregon, based non-profit 501(c) organizations, confederated tribes, and government partners. ETV is seeking engaged, enthusiastic, collaborative partners in tourism who are rooted in—and connected to— Tualatin Valley, as we are.

We seek events that will inspire awareness and overnight visitation to Washington County, Oregon, and that serve as a platform for cultural and economic growth.

Organizations that have an inspirational event that will collaboratively propel Explore Tualatin Valley forward in our efforts to promote the destination to visitors and enhance the quality of life of our residents are encouraged to apply.

## **PRIORITY GIVEN TO PROJECTS ALIGNING WITH THE FOLLOWING:**

- Generates overnight stays in paid accommodations (e.g. hotels, motels, B&B, RV parks, camping)
- Serves unmet visitor needs
- Creates, inspires, and/or improves a tourism-facing business activity
- Has clear objectives and deliverables
- Supports off-season and lower demand visitation periods
- Leverages support from other sources
- Lacks access to existing taxing or community-funded mechanisms
- Is collaborative in nature and/or linked with or supported by existing multi-community, regional, or statewide programs and efforts
- Provides evidence of support, endorsement, and demand by the communities or constituencies the project is proposed to serve
- Fosters the areas of sustainability and accessibility
- Enhances diversity, equity and inclusion

## **OUR PRIORITIZED AREAS OF DEVELOPMENT**

### **Tualatin Valley as a Wine and Craft Beverage Destination**

Tualatin Valley is the closest wine destination to Portland and PDX. ETV supports and promotes wine tourism, and is working to increase visibility and accessibility to our unique wine region. Similarly, ETV recognizes the abundance of craft breweries and cideries, and aims to explore opportunities to showcase the craft beverage segment in Washington County.

### **Tualatin Valley as an Arts & Culture Destination**

ETV supports the creativity and diversity of our local arts and cultural assets. We recognize Washington County's unique positioning as a wine destination with access to a variety of arts and cultural experiences. ETV supports the enrichment of our arts and culture organizations.

### **Tualatin Valley as a Recreational Destination**

ETV is a proactive partner with local and state parks, refuges, riverkeepers, and other organizations to work towards conserving and developing recreation options. ETV is looking to further support and promote the outdoor and indoor recreation sector in Washington County.

### **Tualatin Valley as an Agritourism Destination**

Washington County has diverse agricultural offerings, including vineyards, orchards, farms, and artisanal producers, attracting visitors who seek immersive rural experiences. By showcasing the intersection of farming traditions, culinary delights, and natural beauty, ETV aims to position Tualatin Valley as an agritourism hub, stimulating awareness, preserving agricultural heritage, and offering visitors enriching and memorable opportunities.

## EVENT ELIGIBILITY

- Eligible events are those that will encourage and inspire tourism to Washington County.
- All events must be compliant with the Americans With Disabilities Act.
- Event must be open to the public (priority will be given to events with high visitor appeal that will attract visitors from outside of the area)
- Events benefiting charitable organizations, such as rides, runs and other athletic competitions will be considered on a case-by-case basis. The public must be able to purchase a ticket or register for the event without additional donation requirements.
- Non-visitor events will not be eligible (examples include, but are not limited to: meetings, conventions, dinners, auctions, fund-raisers, galas, school events, classes/workshops, clinics, camps, on-going permanent events, etc.)

**Event Support and Sponsorships will not be provided for routine operational expenses such as salaries, business operating costs, travel and mileage.**

## HEART OF TUALATIN VALLEY EVENT SUPPORT

Explore Tualatin Valley offers smaller, more locally focused events the following promotional opportunities at **no cost**:

- Event listing on the **tualatinvalley.org** (approx. 200,000 unique visitors annually)
- Event listing on **traveloregon.com** (pending approval of event by Travel Oregon)
- Event post on Explore Tualatin Valley's **Facebook** (456,000 followers) and **Instagram** (5,700 followers) brand pages

In addition to the above, events with a wider appeal may be included in a dedicated feature or inclusion in a “round-up” of seasonal events in Tualatin Valley on tualatinvalley.org and included in Explore Tualatin Valley’s seasonal inspiration guide and e-newsletters: Explore Tualatin Valley (consumer newsletter) and Tualatin Valley at Work (industry newsletter).

Click Here to Submit Your Event Information:

<https://tualatinvalley.org/industry/event-listing-request/>

## TUALATIN VALLEY INSPIRATION EVENT AWARD

Events seeking paid sponsorships or support of up to \$5,000 will be considered on a competitive, case-by-case basis, with priority given to events and festivals with greater visitor appeal. Organizations will only be eligible for consideration for one sponsorship per fiscal year. Events must be visitor facing, open to the public, and located in Washington County.

Support includes:

- Event listing on the [tualatinvalley.org](http://tualatinvalley.org) (approx. 200,000 unique visitors annually)
- Event listing on [traveloregon.com](http://traveloregon.com) (pending approval of event by Travel Oregon)
- Event post on Explore Tualatin Valley's Facebook (456,000 followers) and Instagram (5,700 followers) brand pages
- Up to \$5,000 towards Event Marketing needs
- If current sponsorship structure exists, amount may be adjusted to the best fit sponsorship level

## THE APPLICATION & EVALUATION PROCESS

Explore Tualatin Valley's competitive Strategic Investment Program applications will be accepted during the following periods:

### Fiscal Year 2024 Awards

- **June 2024 awards:** March 1, 2024 - May 31, 2024 . **Applications due by May 31, 2024.** Strategic investments will be awarded by June 30, 2024.

### Fiscal Year 2025 Awards

- **September 2024 awards:** June 1 - August 31, 2024 submissions. **Applications due by August 31, 2024.** Strategic investments will be awarded by September 30, 2024.
- **April 2025 awards:** December 1 - February 28, 2025. **Applications due by February 28, 2025.** Strategic investments will be awarded by April 30, 2025.

The Inspiration Award application can be found on ETV's website at [tualatinvalley.org](http://tualatinvalley.org). We encourage you to fill out the online form. If you need a hard copy, please email [engage@wcva.org](mailto:engage@wcva.org). [Download the application questions here.](#)

## EXPLORE TUALATIN VALLEY RECOGNITION

As your partner in tourism, ETV requires recognition in the promotion of events recognizing the financial contribution and support provided by ETV. Where possible, credit should say: **“This event is funded in part using strategic investment funds from Explore Tualatin Valley,”** and to include the Explore Tualatin Valley logo, provided by ETV.

### FAQs:

1. **Question:** What events qualify and what events do not qualify?

**Answer:** Eligible events must be in Washington County, Oregon, and are open to the public. Non-visitor events such as meetings, conventions, dinners, auctions, fund-raisers, galas, school events, classes/workshops, clinics, camps, on-going permanent events are not eligible. Event Support and Sponsorships will also not be provided for routine operational expenses such as salaries, business operating costs, travel and mileage.

2. **Question:** Can I preview the application questions before filling out the official application?

**Answer:** Yes. We encourage you to [download the application questions](#) before filling out the application.

3. **Question:** Where can I access the application and what are the methods of submission?

**Answer:** You can find the application on ETV’s website. You can fill out the application online, or you can submit your completed application to [engage@wcva.org](mailto:engage@wcva.org). If you require a paper copy, please email [engage@wcva.org](mailto:engage@wcva.org).

4. **Question:** If we received a strategic investment award in a prior cycle, does that make us eligible for the current cycle?

**Answer:** Yes. If your organization has previously been awarded a tourism award by ETV, it will be considered for strategic investment funding if all previously awarded funds complied with agreement requirements and procedures.

5. **Question:** Can our organization submit more than one application in this cycle?

**Answer:** Only one strategic investment project per organization per cycle will be awarded. We recommend that organizations submit an application for the project that aligns most closely with the guidelines.

6. **Question:** Are there restrictions to what the strategic investment awards can support ?

**Answer:** Yes. Some of these restrictions include, (but are not limited to): Administrative or membership fees, salaries, business operating costs, travel and mileage, apparel for volunteers and/or staff, non-visitor events (examples include, but are not limited to: dinners, auctions, fund-raisers, galas, school events, classes/workshops, clinics, camps, etc.)

7. **Question:** Does Explore Tualatin Valley require recognition for funds awarded?

**Answer:** Yes. ETV requires recognition in the promotion of projects recognizing the financial contribution and support provided by ETV. Where possible, credit should say: "This project is funded in part using strategic investment funds from Explore Tualatin Valley," and will include the Explore Tualatin Valley logo, provided by ETV.

8. **Question:** Are there legal compliance guidelines that I need to be aware of?

**Answer:** Yes. Legal requirements/compliance/guidelines: Recipient hereby certifies that it has complied, and agrees that it shall comply, with all applicable federal, state, and local laws, regulations, executive orders and ordinances related to expenditure of the Strategic Investment moneys and the activities financed with the Strategic Investment moneys. Without limiting the generality of the foregoing, Recipient expressly agrees to comply with (a) Title VI of the Civil Rights Act of 1964, (b) Section V of the Rehabilitation Act of 1973, (c) the Americans with Disabilities Act of 1990 and ORS 659A.142, (d) all regulations and administrative rules established pursuant to the foregoing laws, and (e) all other application requirements of federal and state civil rights and rehabilitation statutes, rules and regulations.

9. **Question: Are government projects excluded from eligibility?**

**Answer:** The Foundation Strategic Investment Award is designed to support underserved or under-funded projects and is not intended to be a replacement for government funding. Priority will be given to projects that lack access to existing taxing or community-funded mechanisms.