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 (DMO), funded by 26% of the transient lodging tax (TLT) generated and collected in Washington County via contract. 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 Grant Program is a competitive award program offered to Washington County, Oregon, based non-profit 501(c) organizations and confederated tribes. 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 have the ability to generate 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 overnight visitation to the destination and enhance the quality of life of our residents are encouraged to apply.

PRIORITY GIVEN TO EVENTS ALIGNING WITH THE FOLLOWING:

- Proven data that the event generates overnight stays in paid accommodations in Washington County (e.g. hotels, motels, B&B, STRs, RV parks, camping)
- Provides evidence of support, endorsement, and demand by the communities or constituencies the event is proposed to serve (letters of support, hotel partnerships, etc.)
- Multi-day events
- Organizations who have not received an inspiration award in 2025-2026
- Applying organization lacks access to existing taxing or community-funded mechanisms
- Collaborative in nature and/or aligned with existing multi-community, regional, or statewide programs and initiatives
- Leverages financial support from other sources
- Supports off-season and lower demand visitation periods
- Fosters the areas of sustainability and accessibility
- Actively engages diverse communities and encourages inclusive participation
- Clearly defined sponsorship tiers

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 recognise 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 and Culinary Destination

Washington County offers diverse agricultural offerings, including vineyards, orchards, farms, artisanal producers, and a thriving culinary scene. By highlighting the connection between local agriculture, farm-to-table dining, and the region's natural beauty, Explore Tualatin Valley (ETV) aims to position Tualatin Valley as a premier agritourism and culinary destination while preserving agricultural heritage, supporting local producers, and creating memorable visitor experiences.

EVENT ELIGIBILITY

- Eligible events are those that have the ability to generate overnight visitation to Washington County
- Event Organization will promote overnight lodging as part of their website and marketing (assets will be provided by Explore Tualatin Valley)
- Event must be open to the public (priority will be given to events with high visitor appeal that will attract overnight visitors from outside of the area)
- All events must be compliant with the Americans With Disabilities Act
- 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. 315,000 unique visitors annually)
- Event listing on **traveloregon.com** (pending approval of event by Travel Oregon)
- Event post on Explore Tualatin Valley's **Facebook** (442,000 followers) and **Instagram** (10,000) 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 the ability to generate overnight lodging. Organizations will only be eligible for consideration for one sponsorship per event award cycle. Events must also be visitor facing, open to the public, and located in Washington County.

Support includes:

- Event listing on the **tualatinvalley.org** (approx. 315,000 unique visitors annually)
- Event listing on **traveloregon.com** (pending approval of event by Travel Oregon)
- Event post on Explore Tualatin Valley's **Facebook** (442,000 followers) and **Instagram** (10,000) followers) brand pages
- Up to $5,000
- 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 Grant Program applications will be accepted during the following periods:

Fiscal Year 2027 Awards

- **October 2026 awards:** July 31- September 15, 2026 submissions. **Applications due by September 15, 2026**. Strategic investment Grants will be **awarded by October 15, 2026.**
    - **For events that occur November 2026 - May 2027**

- **May 2027 awards:** March 1, 2027 - April 15, 2027. **Applications due by April 15, 2027.** Strategic investment Grants will be **awarded by May 15, 2027.**
    - **For events that occur June 2027 - October 2027**

The Inspiration Award application can be found on ETV's website at tualatinvalley.org. We encourage you to fill out the online form. If you need a hard copy, please email engage@tualatinvalley.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 grant 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@tualatinvalley.org. If you require a paper copy, please email engage@tualatinvalley.org or call 503-644-5555.

4. **Question:** Can an organization receive more than one Inspiration Award in a single event award cycle?

   Answer: No. Organizations are eligible to receive only one Inspiration Award per event award cycle.

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

   Answer: Only one strategic investment grant project per organization has the ability to be awarded per fiscal year. We recommend that organizations submit an application for the event that aligns most closely with the guidelines.

6. **Question:** Are there restrictions to what the Inspiration Award funds can be used for?

   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 event is funded in part using strategic investment funds provided by 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 grant moneys and the activities financed with the Strategic Investment grant 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 agencies eligible to apply for the Heart & Inspiration Award?**

   Answer: No. The program is intended to support eligible nonprofit and community-based organizations leading tourism-related destination development projects.