

## **2026 Tourism Impact Sponsorship Guidelines**

Cumberland Area Economic Development Corporation (CAEDC) is the official Destination Marketing Organization serving Cumberland County. CAEDC's tourism efforts exist to generate visitor volume and spending by attracting business and leisure visitors, meetings or conventions and events to Cumberland Valley. CAEDC promotes Cumberland Valley as a tourist destination, attracts visitors to the area, enhances the visitors' experience, and encourages and promotes overnight stays. Destination marketing efforts are funded by a 5% county lodging tax that is assessed on each overnight stay in hotels, motels and short-term rentals in Cumberland Valley. *A visitor or tourist is considered as someone from over 50+ miles away.*

### **TOURISM IMPACT SPONSORSHIP**

The Tourism Impact Sponsorship was developed to invest in tourism partners by reimbursing the registration fee for various trade shows, sales events and training sessions. Eligible applicants can apply for up to \$2,500 in event registration reimbursement, with a maximum of \$5,000 being reimbursed to any one organization in a calendar year. The sponsorship's eligible request is for event registration only; all other expenses, including travel, dining, lodging, and staff time are not eligible expenses. If an early-bird registration rate is available, the request should be for that rate. The 2026 Tourism Impact Sponsorship will only reimburse event registration for events happening in 2026.

### **Goals of Tourism Impact Sponsorship**

1. Increase the presence of Cumberland Valley tourism partners at leisure, sporting and group sales trade shows that will increase the awareness of Cumberland Valley as a travel destination.
2. Grow the number of leads bid on by Cumberland Valley lodging and event venue partners.
3. Invest in the education of owners, employees, and volunteers of Cumberland Valley attractions, outdoor recreation sites, and visitor amenities that will have a meaningful impact on tourism.

**Eligible sponsorship requests should come from organizations that are:**

- a for-profit, not-for-profit or governmental enterprise who is a tourism partner in good standing (requests by volunteers should be administered through the host organization);
- submitting a request for an event registration that will directly impact tourism in Cumberland County, PA;
- submitting a request for an event that takes place in 2026 and is at least one month in the future; and
- submitting a request for the event's early-bird registration rate, if applicable.

**REQUEST & REIMBURSEMENT PROCESS**

Requests for the Tourism Impact Sponsorship are accepted as funds are available. Request forms may be submitted at any time but should be submitted no less than one month prior to the requested event. The request form must be submitted electronically at [CumberlandBusiness.com/Tourism-Impact-Sponsorship](https://CumberlandBusiness.com/Tourism-Impact-Sponsorship).

Request forms will be reviewed and organizations alerted if the sponsorship is approved within three weeks of submission. Approved sponsorship requests will receive a letter verifying that the event registration will be reimbursed, and details around the reimbursement process.

Organizations attending leisure, sporting or group sales trade shows will be required to take along and distribute Cumberland Valley Travel Guides. CAEDC may request that up to one other piece of literature or handout also be distributed with the Travel Guides. It will be the responsibility of the organization to schedule and pick up literature at CAEDC's administrative offices at 230 S. Sporting Hill Rd, Mechanicsburg, PA 17050.

Organizations attending trade shows that distribute leads will be required to share the leads with CAEDC's Destination Sales Manager prior to receiving event registration reimbursement. The leads will be shared with all of CAEDC's applicable partners.

All sponsored organizations will be required to submit a brief recap of the event, a copy of the event invoice, proof of invoice payment, and an invoice to CAEDC for the event registration reimbursement. Please allow 30 days after submitting these items for the reimbursement to be made.