



Visit Tuolumne County offers a Community Investment Program that is aimed to help achieve the VTC mission of increasing tourism and travel spending in Tuolumne County. Just by answering a few questions, you can see if your program qualifies!

Please keep in mind that preference is given to events that encourage overnight visitation during off-peak months of October through April.

Name of Event or Program: _____

Program Beneficiary: _____

Date and Location of Program: _____

Geo-Target Market for Program: _____

Other Target Market demographics (age, household income, etc.): _____

Anticipated Number of Event Attendees or Audience Size for Campaign: _____

Amount of funding requested: \$ _____

Does your program:

Yes No

 Support multi-overnight lodging stays? If yes, approximately how many? _____

 Off-peak visitation (October – April)

 Is there an opportunity or the VTC to have a booth at your event?

 Are you willing to use the VTC logo in advertising and other event/campaign promotions?

What sustainable practices will you be implementing at your event, if any? _____

*Please attach supporting documents to this application (i.e. budgets, marketing materials, etc.).
Please complete and return this application to Lisa Mayo via email: lisa@gotuolumne.com or
by mail to: 193 S. Washington Street, Sonora, CA*