

Lexington

Buena Vista & Rockbridge County

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Rockbridge Regional Tourism Announces Opportunity for Event Sponsorships

LEXINGTON, Va. (April 12, 2021) – The Rockbridge Regional Tourism Board approved a sponsorship initiative allocating funds to support local events.

Tourism sponsorship funds will be allocated exclusively to opportunities occurring within Rockbridge County, Buena Vista and Lexington. Event organizers may apply for a maximum of \$3,000 in sponsorship funds per round of requests. Round 1 is for events occurring between July 1-December 31, 2021. Requests must be made online by May 3, 2021. The Tourism Board will review requests and award funds based on the strength of the request and how the event aligns with tourism goals and objectives for the entire region. Awards will be announced by May 21, 2021 and funds distributed by June 11, 2021. Round 2 is for events occurring between January 1-June 30, 2022. Each round has \$9,000 to be divided equally between each jurisdiction.

“The majority of local events in 2020 had to be cancelled or postponed due to the coronavirus pandemic and related health guidelines and restrictions” explained Tourism Director Jean Clark. “Rockbridge Regional Tourism is pleased to offer sponsorship funding, assisting event organizers as they regroup and relaunch their events in 2021 and 2022. According to the latest Longwoods International Sentiment Study of American travelers, 88% now have travel plans in the next six months, the highest level since early March 2020. We’re optimistic that summer and fall events will help draw visitors to our destination.”

Potential applicants will find the application, criteria for awards, and deadlines at LexingtonVirginia.com/sponsorships.

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About Rockbridge Regional Tourism

Rockbridge Regional Tourism is the official Destination Marketing Organization for Lexington, Buena Vista, and Rockbridge County, Virginia. Their current campaign of “Small Towns, Big Backyard” invites visitors to explore the villages, towns, and cities of Rockbridge County as well as enjoy abundant outdoor adventure through mountain and river explorations.