



**MOUNTAIN LAKES**  
convention & visitors bureau  
LEWIS COUNTY, WEST VIRGINIA

Applicant/Organization \_\_\_\_\_ Today's Date \_\_\_\_\_

Name of event to be promoted \_\_\_\_\_ Event Date \_\_\_\_\_

Briefly describe event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is this the first year for this event? \_\_\_\_\_ If NO, what year did this event first occur? \_\_\_\_\_

How many people has the event attracted in the past? \_\_\_\_\_ How do you track attendance?

\_\_\_\_\_

How have you promoted this event in the past? \_\_\_\_\_

What is the dollar amount of your request from the CVB? \_\_\_\_\_ How will these funds

be utilized? \_\_\_\_\_ What results do you expect from this investment?

(Increased attendance, sales, etc.) \_\_\_\_\_

\_\_\_\_\_ (Please use back if necessary.)

**Funding Conditions:**

If these funds are approved by the Mountain Lakes CVB Board of Directors, and disbursed to your organization, you will be required to deliver a written and oral post-event report to the CVB Board.

Also, funded entities agree to :

- Include Mountain Lakes CVB logo and link on event/group web site.
- Distribute Mountain Lakes brochures and promotion materials at the funded event.
- Provide CVB with addresses and/or email addresses of event attendees in electronic format.\*

\*(Word, Excel or E-mail files.)

Applicant Signature: \_\_\_\_\_

APPROVED: \_\_\_\_\_ (CVB REPRESENTATIVE)

*refreshing perspectives*

2906 US HWY 33 EAST  
WESTON, WV 26452  
304.269.4988  
mountainlakescvbww.com