



Barnabas McHenry, Co-Chair  
Kevin M. Burke, Co-Chair  
Scott Keller, Director

## Maurice D. Hinchey Hudson River Valley National Heritage Area Sponsorship Application

**Purpose:** The Maurice D. Hinchey Hudson River Valley National Heritage Area (the Heritage Area) seeks to partner with various organizations to sponsor programs and events that reinforce the Heritage Area's [mission](#). While complementing the mission of the Heritage Area, cultural, heritage and recreational events deliver significant tourism and economic benefits to communities, and encourage local and regional partnerships.

**Eligible applicants:** Municipalities and nonprofit 501(c)3 organizations [located](#) within the Hudson River Valley National Heritage Area.

**Limits:** Applicants are limited to (2) event sponsorships in a year, starting from the date of first event. Awards cannot exceed \$2,500 per sponsorship.

### Programs or Events shall:

- Occur within the [boundaries](#) of the Hudson River Valley National Heritage Area
- Reinforce the Hudson River Valley by promoting and celebrating historic, cultural, scenic, or recreational resources that enhance local or regional character
- Foster local and regional partnerships
- Help brand the Hudson River Valley National Heritage Area's nationally significant historical, cultural, and natural resources, representing themes of Nature and Culture, Corridor of Commerce, and Freedom and Dignity.
- Help make the Hudson River Valley a destination for tourists
- Resonate with the [themes](#) of the HRVNHA, which are:
  - Nature and Culture,
  - Freedom and Dignity
  - Corridor of Commerce

### Matching Funds:

A one-to-one match is required. Federal dollars may not be used as a match. Favorable consideration will be shown to applicants who can exceed matching funds. Matching funds may include cash support, in-kind donations, and volunteer hours. A two page matching funds report must be completed prior to pay-out of any sponsorship. The report will be sent to you after the event. Funds will be disbursed after receipt and approval of the matching funds report.

### Organizers shall:

- Acknowledge the sponsorship of and include the logo of the Hudson River Valley National Heritage Area, and our website, [www.hudsonrivervalley.com](http://www.hudsonrivervalley.com) in all promotional materials, press releases and webpages.
- Post the event(s) to the NHA's calendar at [www.hudsonrivervalley.com](http://www.hudsonrivervalley.com), and, if the event is on a weekend in September, also post it as part of the Hudson River Valley Ramble at [www.hudsonrivervalleyramble.com](http://www.hudsonrivervalleyramble.com).
- Fill out a brief matching fund form. The report will be sent to you after the event.

**Questions:** Dan Jeanson, Project Director, 518-473-3835, [daniel.jeanson@hudsongreenway.ny.gov](mailto:daniel.jeanson@hudsongreenway.ny.gov)

**Submit Completed form to:** [grants@hudsongreenway.ny.gov](mailto:grants@hudsongreenway.ny.gov)

**Contact Information and Event Information**

Name of Program or Event: \_\_\_\_\_

Host Organization/Applicant: \_\_\_\_\_

Event Location: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: NY ZIP: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

Partner Organizations (list):

Brief Program/Event Description:

**Budget**

1.Total HRVNHA Funds Requested: \$ \_\_\_\_\_

2.Estimated Matching Funds (Cash): \$ \_\_\_\_\_

3.Estimated value of in-kind offerings (services, labor, or gifts: e.g. food, paper products, gift certificates, marketing or promotion, cleaning etc.) \$ \_\_\_\_\_

**Total Estimated Event Budget (1+2+3): \$ \_\_\_\_\_**

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**Funding Type:** How will HRVNHA funds be used (choose one or both, detail below)?

Marketing/Promotion     Entertainment/Programming

**Please detail how HRVNHA funds will be used (Budget 1. above) e.g., advertising, contractors, rentals, etc.:**

Category/Item	Funding Type	Amount
1. _____	_____	\$ _____
2. _____	_____	\$ _____
3. _____	_____	\$ _____
4. _____	_____	\$ _____
5. _____	_____	\$ _____

**Please detail how Matching Funds will be used (Budget 2. & 3. above):**

Name of Funder/Item	Funding Type	Amount
1. _____	_____	\$ _____
2. _____	_____	\$ _____
3. _____	_____	\$ _____
4. _____	_____	\$ _____
5. _____	_____	\$ _____

**Volunteer hours:**

Professional volunteers are those working in their trained fields, examples include graphic designers providing design services, actors performing free of charge, etc. Professional rate of pay is the rate that these volunteers would charge if they were to bill for their services. For all other volunteers, please list number of hours under general volunteer hours.

Number of general volunteer hours dedicated to project, program or event: \_\_\_\_\_

Number of professional volunteer hours dedicated to project, program or event: \_\_\_\_\_

Professional rate of pay for professional volunteer hours: \$ \_\_\_\_\_

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