



MAURICE D. HINCHEY
Hudson River Valley
National Heritage Area

Kevin M. Burke, Co-Chair
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Maurice D. Hinchey Hudson River Valley National Heritage Area Online Sponsorship Application Guidelines: Winter/Spring 2025

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

Sponsorship applications for the [Maurice D. Hinchey Hudson River Valley National Heritage Area](#) (NHA) have moved to an online platform. The online [HRVG Platform](#) for sponsorships **is the only way to apply for our sponsorships**. Please use the email of the person who will be the day-to-day contact for the sponsorship if awarded. Once you have registered for an account, you will have access to the NHA's sponsorship application. All information will be filled out online, and you may save your work and return later to continue the application. If you have any questions regarding the application process, please [email](#) us. Instructions on registering are located at the bottom of this document.

Eligible applicants: Municipalities and nonprofit 501(c)3 organizations.

Funding Limits: Sponsorships are capped at \$2,500 per event or event series. Applications featuring multiple event dates and partnering organizations will be given priority. Applicants are limited to 1 event sponsorship per calendar year. Organizations can only have one awarded sponsorship open at a time. Awarded sponsorships must be closed before applying for a new sponsorship.

Due Dates: Applications due **December 13, 2024**.

Programs or Events shall:

- Occur within the [boundaries](#) of the NHA
- Occur between **January 1, 2025 and June 30, 2025**
- Reinforce and brand the Hudson River Valley by promoting and celebrating the nationally significant historic, cultural, scenic, or recreational resources that enhance local or regional character
- Foster local and regional partnerships
- Exemplify at least one of the [themes](#) of the NHA:
 - Nature and Culture
 - Freedom and Dignity
 - Corridor of Commerce
- Help make the Hudson River Valley a destination for tourists

Matching Funds:

Matching funds are encouraged but not required.

Organizers shall:

- Acknowledge the sponsorship of and include the logo of the NHA, and our website, hudsonrivervalley.com in all promotional materials, press releases and webpages.
- Post the event(s) to the NHA's calendar at hudsonrivervalley.com, and, if the event occurs in September, also post it as part of the Hudson River Valley Ramble at hudsonrivervalleyramble.com.
- Fill out a brief final expense report and submit invoices/receipts totaling at least the award amount after the event. The report will be available on the "Final Report" tab on the grants platform if awarded. Awards are reimbursement based and payments will be made after the event(s).

Questions: Call or email 518-473-3835, grants@hudsongreenway.ny.gov

How to register an Account on Good Grants

- 1) Navigate to <https://hrvg.grantplatform.com/>
- 2) Under the Register column, enter the email address you wish to associate with the application and, if awarded, the sponsorship.
- 3) Enter and reenter a password. Be sure to record it someplace safe.
- 4) You must check the box pertaining to privacy, cookies, and terms of service AND the box agreeing to receive communications from the HRVG/and the NHA.
- 5) Click on the **Register** button at the bottom.
- 6) An email will be sent from the platform to the email address registered requiring you to confirm that your wish to register.

