



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

Sponsorship applications for the [Maurice D. Hinchey Hudson River Valley National Heritage Area](#) Sponsorship program, including Event Programming and Event Promotion have moved to an online application process hosted by Good Grants, an online platform. The online [HRVG Platform](#) for sponsorships went live on **February 3, 2023, and is the only way to apply for our sponsorships**. A link to the virtual application process and detailed guidance may be found on our [website](#).

All applicants are now required to submit sponsorship applications on the new online platform in order to apply for funding through our sponsorships program. **Applicants must register on the [HRVG Platform](#) using their email address.** Please use the email of the person who will be the day-to-day contact for the sponsorship if awarded (Signatory). Once you have registered for an account, you will have access to the National Heritage Area’s sponsorship application. All information will be filled out online, and you may save your work and return later to continue the application. There is no deadline for submitting a sponsorship application. If you have any questions regarding the application process, please [email](#) the National Heritage Area.

Register an Account

- 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.

The screenshot shows the registration and login interface for the HRVG Platform. At the top left, there are logos for 'NEW YORK STATE OF OPPORTUNITY', 'Hudson River Valley Greenway', and the 'Hudson River Valley National Heritage Area' logo. Below these are two main sections: 'Register' and 'Log in'.

Register Section:

- First name:** Text input field.
- Last name:** Text input field.
- Email:** Text input field.
- Password:** Text input field with a strength indicator. Below it, text reads: "Must be at least 12 characters, including a number, an upper- and a lower-case letter and a special character."
- Confirm password:** Text input field.
- I have read and agree to the [privacy policy](#), [cookie policy](#) and [terms of service](#).
- I agree to receive notification and communication emails or SMSs from Hudson River Valley Greenway/National Heritage Area. You may withdraw your consent at any time. Checking this is required in order to receive grant communications.
- Register** button.

Log in Section:

- Email or mobile:** Text input field.
- Password:** Text input field with a visibility toggle.
- Remember me
- Log in** button.
- [Forgot password](#) link.
- or log in with:** Social media login buttons for Facebook, Twitter, and Google.

Left Sidebar (Green background):

Login Page

- 1 New users **Register** an account.
- 2 Returning users **Log in**.
- 3 Start your application (you may save it in-progress without submitting it).
- 4 Submit your application to be reviewed.
- 5 Users with existing grants open your grant and go to the **Grantee Reports and Requested** tab to upload payment requests, signed MOU's or extensions, or to request changes to your grant.

For any questions, please contact us by [email](#) or call 518-473-3835.

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 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 HRVNHA:
 - Nature and Culture
 - Freedom and Dignity
 - Corridor of Commerce
- Help make the Hudson River Valley a destination for tourists

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. Upon completion, awardees will be required to submit receipts and/or invoices that total at least the amount awarded. Please combine all receipts/invoices into one file (PDF preferred).

Organizers shall:

- Acknowledge the sponsorship of and include the logo of the Hudson River Valley National Heritage Area, and our website, www.hudsonrivervalley.com in all promotional materials, press releases and webpages.
- Post the event(s) to the NHA's calendar at 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.
- Fill out a brief matching funds report. The report will be sent to you after the event.

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