



FOR IMMEDIATE RELEASE

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KENNEBEC VALLEY TOURISM COUNCIL AWARDS \$1,662.50 IN SPONSORSHIP SUPPORT TO SNOW POND

AUGUSTA, Maine –Kennebec Valley Tourism Council (KVTC) has awarded Sponsorship Support funds in the amount of **\$1,662.50** to **Snow Pond Center for the Arts** to be used for a **Marketing Video**. This funding will assist in the growth of tourism in Maine's Kennebec Valley and produce a positive economic impact on the region.

Snow Pond was one of twelve sponsorship recipients awarded as part of the 2021 KVTC marketing partnership program. In total, the 2021 KVTC sponsorship support application requests reached nearly \$29,100.00. The organization was unable to fully fund all regional sponsorships to its members this year however, with the help of Brookfield Renewable U.S. KVTC was able to fund \$19,351.50. KVTC is excited to award local organizations who are helping KVTC promote Maine's Kennebec Valley Region as a destination place with their own marketing initiatives.

Snow Pond is incredibly proud to partner with the Kennebec Valley Tourism Council in an effort to increase tourism. Snow Pond's Bowl in the Pines is ready to be a major tourist attraction and concert venue for national touring acts. The marketing video, produced with this grant funding, will have a longer lifespan and broader reach than the promotion of a single event. The video will also highlight the Belgrade Lakes region as a cultural destination for travelers and compliment the region-wide initiative for population growth by showcasing the area as a great place to visit, live, and work!", noted Christa Johnson, Director of Development.

"KVTC is excited to be able to support local organizations with our 2021 partnership program. These sponsorships help provide funding for key marketing elements including advertising, printing, branding and more," says Tanya Griffeth, executive director of the KVTC. "Last year has been difficult for our signature events, with many events canceled and/or had to change their strategy; we are happy to say summer tourism in Maine looks strong!" These funds are dedicated to support marketing efforts in some of the more rural areas in Maine. While established events can rely on word-of-mouth and brand awareness to help drive attendance, new events and destinations have quite a bit of ground to cover to pull visitors from neighboring regions."

About the Kennebec Valley Tourism Council

The Kennebec Valley Tourism Council (KVTC) is a 501(C)6 nonprofit group organized to manage the Maine Tourism Marketing Partnership Program (MTMPP) grant issued by the Maine Office of Tourism and the state of Maine to each of the eight Maine tourism regions. Funds from the MTMPP regional grant are allocated for use in the promotion of tourism in each of the eight tourism regions of Maine. The KVTC board undertakes activities to promote tourism in Maine's Kennebec Valley and generate a positive economic impact for the region. KVTC is primarily funded by the MTMPP grant however, in order to receive the grant, KVTC must also contribute funds. We accomplish this by membership dues, advertising revenue and county contributions.

About the Kennebec Valley Region

Named for the Kennebec River that runs down the center of the region, the Kennebec Valley is one of the eight Maine tourism regions and includes the cities and towns contained in both Kennebec and Somerset counties. The region contains Maine's capital city of Augusta, Gardiner, Hallowell, Waterville, Skowhegan and Jackman as well as the recreational resort communities near Monmouth, Belgrade, and The Forks. It also contains a few outlying towns including Rockwood-on-Moosehead, China, and Pittsfield. To learn more, visit www.KennebecValley.org.

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