



## **THE KENNEBEC VALLEY TOURISM COUNCIL AWARDS \$1,785.00 IN SPONSORSHIP SUPPORT TO THE MADISON ANSON DAYS COMMITTEE**

**AUGUSTA, Maine** – The Kennebec Valley Tourism Council (KVTC), 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 in Kennebec and Somerset counties, has awarded Sponsorship Support funds in the amount of **\$1,785.00** to the Madison Anson Days Committee to assist with marketing for the August 22-25 event. The KVTC seeks to assist the growth of tourism in Maine's Kennebec Valley and produce a positive economic impact on the region.

**The Madison Anson Days Committee** was one of eight sponsorship recipients awarded as part of the 2019 KVTC marketing partnership program. In total, the 2019 KVTC sponsorship support application requests reached nearly \$20,000. The organization was able to award \$15,000.00 in local regional sponsorships this year with plans to increase funding for sponsorships in 2020 to organizations located within Maine's Kennebec and Somerset counties who are helping KVTC promote the Maine's Kennebec Valley Region as a destination place within their own marketing initiatives.

"The Madison Anson Days Festival is growing each year" says Madison Town Manager and committee member Tim Curtis. "With carnival rides in both Anson and Madison along with events like a Dynamite Cookoff, Chicken Barbeque, and the Saturday Parade and Fireworks there is something for everyone". This year comedian Bob Marley will perform at the Somerset Abbey in Madison during the festival. "These funds from the KVTC help us spread the word so people from all around the area can come celebrate with us" Curtis said.

"Supporting local organizations and events, particularly new events and destinations that are just getting off the ground, is a major focus of our regional marketing grant program," says Tanya Griffeth, executive director of the KVTC. "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.

These sponsorships help provide funding for key marketing elements including advertising, printing, branding and more. This allows organizers to focus their often limited funding on building the foundations of their programs versus stretching their resources too thin in the early stages of event and destination development."

## **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 generate a positive economic impact for the region.

## **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](http://www.KennebecValley.org).

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