



THE 
BRITISH
VIRGIN ISLANDS

Event Sponsorship Guidelines & Submission Requirements



Purpose

The British Virgin Islands Tourist Board & Film Commission (BVTBFC) supports events that demonstrably contribute to visitor arrivals, marketing impressions, enhance the tourism product, and align with the strategic marketing objectives and brand positioning of the British Virgin Islands.

These guidelines establish the minimum requirements for consideration of sponsorship support.



1 Submission Protocol

All sponsorship requests must:

- Be submitted in writing to the Director of Tourism
- Be received no less than three (3) months prior to the event date, large scale events up to (6) months prior.
- Include a complete and detailed proposal

The three-month minimum aligns with the BVI's standard visitor booking window and allows for adequate internal review, budgeting, and marketing planning.

Incomplete submissions may delay or disqualify consideration.

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Required Proposal Components

All proposals must include the following:

A. Event Overview

Event name, dates, and location

Description of the event concept and objectives

History of the event (if applicable)

B. Tourism Impact

Clear explanation of how the event will:

Generate incremental visitor arrivals; and/or

Attract visitors from identified priority markets; and/or

Enhance the overall tourism product and visitor experience in the BVI

Include:

Target markets (local, regional, international)

Estimated visitor numbers (historical and projected)

Projected accommodation, marina, or venue usage (if applicable)

C. Marketing & Promotion Plan

Target audience

Media and PR strategy

Digital and social media plan

Confirmed sponsors or partners

Influencer, Content Creators or media participation (if applicable)

D. Budget & Sponsorship Request

Detailed event budget

Specific sponsorship request (cash and/or in-kind)

Clear outline of deliverables offered to BVITBFC

Post Event Report (required for cash sponsorships)



3 Brand Alignment Requirements

Events must align with the British Virgin Islands' brand positioning and strategic priorities.

Priority consideration will be given to events that support:

- Sailing & Marine Excellence
- Culinary Experiences
- Cultural Experiences
- Sustainable & Responsible Tourism
- Luxury & Boutique Positioning
- Authentic Virgin Islands Experiences

Events that conflict with brand standards or destination values will not be considered.



4 Logo Usage & Brand Governance

If sponsorship is approved:

- All use of the BVITBFC logo must comply with official brand guidelines and must NOT be altered in any way.
- All materials featuring the BVITBFC logo must be submitted in advance for written approval.
- No marketing materials may be printed, published, or distributed without prior review.
- Failure to adhere to brand standards may result in withdrawal of sponsorship support.



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Required Proposal Components

- Proposal acknowledgment: Within 5 business days
- Internal review period: Up to 21 business days
- Written decision notification upon completion of review

Submission does not guarantee approval. All sponsorship is subject to available budget and strategic alignment.

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Official Correspondence

All sponsorship requests must be addressed to:

Director of Tourism

British Virgin Islands Tourist Board & Film Commission

cmccoy@bvitourism.com