



## MARKETING GRANT APPLICATION GUIDELINES *for 2015 Events*

### **Purpose**

**To increase tourism and overnight stays**  
in Laramie County by sponsoring appropriate tourism events.

The Grant program is a competitive process whereby the VISIT CHEYENNE Board of Directors awards grants and assistance to deserving events that meet the guideline criteria.

**ALL MARKETING GRANT FUNDS MUST BE USED FOR  
MARKETING & PROMOTION OF THE EVENT.**

### **Eligibility**

VISIT CHEYENNE 2015 grant program has two categories of events.

- **Major Events** – Large events that have the potential to attract overnight visitors.
- **Sustaining Events** – Events that may not be large enough to attract overnight visitors, but do **extend visitors stays**, providing visitors with more activities to do in the Cheyenne area.

Annual or long-term events may have priority over one-time events.

Organizations may apply for funds for more than one event in the same calendar year.

VISIT CHEYENNE grants **additional consideration to events that**

- 1) Support & develop the western Cheyenne “Live the Legend” brand.
- 2) Events that take place during the winter (Oct-April).

While VISIT CHEYENNE usually does not fund projects for more than three consecutive years, the Board of Directors may make exceptions for worthy events.

## **Application Guidelines:**

Grant application must be submitted to VISIT CHEYENNE by Jan 31, 2014.

Grants will NOT be accepted or awarded on projects already completed.

## **ALLOWED GRANT EXPENDITURES**

1) Advertising/ promotion

**MAJOR EVENTS: at least 60% of the advertising to be done out-of-Laramie County.**

Sustaining events: In-county advertising is permissible, but out-of-county advertising and outreach should occur as well.

2) Flyers advertising the event

3) Brochures

4) Posters

5) Billboards

6) Minor promotional items used before the actual event to encourage attendance (ex: bookmarks distributed at trade shows or similar events prior to the Cheyenne event)

7) Other marketing expenses the VISIT CHEYENNE Board deems appropriate.

## **NON ALLOWED GRANT EXPENDITURES**

Non-marketing (not funded) activities including, but not limited to the following:

1) Fundraising activities

2) Building of any capital facility

3) Operational expenses (such as directional signs, etc.)

4) Event give-away items provide to participants during the event (ex. Attendee gifts & mementos)

5) Purchase of equipment

6) Wages of any kind

7) Food & beverage

## **Grants & Services Awarded**

The Board determines the amount of the grant funding and direct assistance based upon the size and impact of the event.

The VISIT CHEYENNE Board of Directors Grant Committee will judge applicants on the viability of the event and its ability to increase visitor stays and/or room nights in Laramie County.

The Board may mandate some stipulations & requirements to be met by event organizers before any monies are awarded. Receipt of any VISITOR CHEYENNE Marketing Grant funds serves as an acknowledgement to abide by said stipulations and requirements.

**Final approval will be deemed at the February VISITOR CHEYENNE Board meeting.** Notifications will be made to applicants soon thereafter.

### 1. Marketing Grant –

After approval, **50% of the grant amount will be awarded to the event organizer up front** at the information session.

The remainder will be awarded upon completion of the event and receipt of the FINAL REPORT and the ITEMIZED EXPENDITURE forms with required attachments.

2. Information Session – Each grant recipient is required to have a meeting with VISIT CHEYENNE staff to ensure that event sponsored advertising and PR is working in conjunction with VISIT CHEYENNE public relations. This allows both entities to explore the many avenues of marketing styles. The session may also lead to other forms of cooperation & coordination. The first half of grant funds will be presented at this meeting.

3. Organizational Assistance-- Additional counseling from VISIT CHEYENNE may be provided based upon need and potential impact of event.

\* Facilitation – VISIT CHEYENNE may play an advisory role for the event (at the event organizer's request) which may include assistance from VISIT CHEYENNE foundation, Discover Cheyenne.

\* Legal assistance – Advice from VISIT CHEYENNE attorney (event-specific).

\* Advertising / Promotions – Design / advertising / promotional assistance.

## **Event Organizer Responsibilities**

\***Live the Legend logo** ~ in all promotional advertising (both print and electronic media), event organizer will acknowledge VISIT CHEYENNE the Convention and Visitors Bureau for providing the marketing grant. Grant winners should use VISIT CHEYENNE'S "Live the Legend" logo for this purpose. VISIT CHEYENNE will provide grant winners with artwork of the "Live the Legend" logo. Use of the logo is not permissible on products for sale.

\***Web Links** ~if the event uses or owns a web site to promote their event, the Event Organizer agrees to incorporate a VISIT CHEYENNE link in a prominent area of the Event's home page providing a direct link to the VISIT CHEYENNE home page. VISIT CHEYENNE will in turn provide a link from its site back to the event site.

\***Cheyenne Brochures**~ Event Organizer will prominently display Cheyenne area promotional brochures at the event in an effort to encourage longer stays in Laramie County.

\* **Documentation as to the number of overnight** stays in Laramie County that their events produce must be provided. This can be done by surveying participants or asking area lodging properties if they saw any event-related business. A generic survey form is included in with this application, you may use it or create your own.

\* All contracts for goods and services under this grant program shall be between the event organizer and the vendor. In no case will VISIT CHEYENNE the Convention and Visitors Bureau be part of such a contract.



## **Completion of Project / 2<sup>nd</sup> Payment**

**Submit** the following in order to receive their second half of the grant funds

- 1) A **Final Report** form detailing the operation, including
  - Attendance numbers
  - Overnight visitation estimates (from area hotels/motels)
  - Overall evaluation of the project, including opportunities to further enhance the event.
- 2) **Itemized Expenditure Form** -- List of marketing expenditures for the event. Keep in mind that for major events (not sustaining events) **at least 60% of the advertising to be done out-of-county.**
- 3) **Invoices** -- must show
  - name of vendor,
  - location of vendor,
  - date of purchase,
  - what was purchased,
  - quantities and
  - amount per item

Along with **copies of canceled checks.**

Dates of services performed must be shown if the invoice is for a service rendered.

- 4) **Magazines & newspapers** ads or articles, **payment invoices for the ads required.**
- 5) **Other documents** as may be requested by the Board to ascertain how the project funds were expended.

If you have any questions please contact:

Darren Rudloff or Jill Pope

VISIT CHEYENNE

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[jill@cheyenne.org](mailto:jill@cheyenne.org)

## Event Survey

Event Survey

Would you like to be on our mailing list for the event in 2013?

Name & Address

E-mail Address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Phone Number  
\_\_\_\_\_

If you are from out-of-town, are you going to stay overnight in Cheyenne? Yes No

What type of lodging will you use?

Hotel / Motel \_\_\_\_\_

Campground \_\_\_\_\_

Bed & Breakfast \_\_\_\_\_

Other \_\_\_\_\_

Friends / Relatives \_\_\_\_\_

How did you find out about the event

Radio ad

Newspaper ad

Internet

Direct mail flier

Flier at other music festival

Poster

Billboard

Newspaper story

Word of mouth

Other \_\_\_\_\_

How many people, including yourself, are in your travel party?

Adults \_\_\_\_\_

Children \_\_\_\_\_