**2017 Tourism Event Marketing Grant Application**

The Visit Bloomington Tourism Event Marketing Grant is available to events that are open to the public and held in Monroe County within the timeframe of January 1, 2017 and December 31, 2017. An organization may submit only one application, requesting funds for one event. Each organization may apply for up to $5,000 to be used only on marketing projects outside of a 50-mile radius of Bloomington. Please review the grant guidelines and requirements before filling out an application.

All fields are required, please do not skip any fields. Incomplete applications will not be considered. Applications must score at least 18 points to be considered for grant funding. Applications must be submitted by 5pm on July 1, 2016 for consideration.

General Information

Organization name: Organization name

Organization address: Address

Organization or event website: Website

Project manager: Project manager

Project manager email: Email

Project manager phone: Phone

Name of event (if different than organization name): Name of event

Location of event: Location

Description of event (up to 100 words): Description

Grant request amount: Requested amount

Event & Marketing Information

Event start date: Start date Event end date: End date

*Up to three points, evaluated on whether it takes place during weekday and/or during off-peak times of the year.*

Number of years this event has been held: # of years

*Up to two points; two points for events less than 3 years, one point for events 4-10 years, no points past 10 years.*

Not for profit: Yes  No

*One point given for non-profit status.*

Number of years this event has won a Visit Bloomington grant: # of years

*Up to three points; three points for events that have never won a grant, two points for events that have won a grant 1-3 times, two points for events that have won a grant 4-6 times, no points for events that have won more than 6 times.*

Estimated attendance: Estimated attendance

*Up to three points; three points for events with reasonable potential to reach attendance over 3,000 people, two points for events that reach 1,000-3,000, one point for events that reach up to 1,000.*

Description of target audience (demographic and geographic markets with supporting data or information on how you chose these markets): Target markets

*Up to five points, evaluated on viability and supporting data provided.*

Marketing plan (list of grant funded advertising projects, plus their estimated reach, ad size, frequency, and costs): Marketing plan

*Up to ten points, evaluated on how these outlets connect with target audience, the reach of the outlets, and the potential to attract overnight visitors.*

Other partnership (hotel, restaurant, event, or attraction that help create a “package”, with details on the offerings): Other Partners

*Up to three points for established partnership that will help create a full, multi-day experience.*