



## **Carbon County Visitors' Council Event Advertising & Marketing Grant Application, Guidelines, & Instructions**

### **CCVC Mission:**

- The Carbon County Visitors' Council's Mission is to promote events, tourism, and the hospitality industry in Carbon County.

### **CCVC Grant Process Goal:**

- The goal of the CCVC Grant Process is to assist Carbon County organizations with events designed to generate travel and tourism within our county.

### **CCVC Advertising and Marketing Grant Definition:**

- An Advertising and Marketing Grant is designed to assist Carbon County organizations with advertising and marketing efforts in order to bring out-of-county attendees and participants to a specific event.

**Eligibility:** Event Advertising & Marketing Grants are available to Carbon County tourism partners that are certified non-profit or governmental organizations: 501(c)3 or 501(c)6. Proof of non-profit status must be supplied with the completed grant application. Sectarian groups and religious institutions are not eligible.

### **Grant award decisions are based upon:**

- Number of visitors/attendees inside and outside Carbon County.
- Number of overnight stays generated.
- Estimated economic impact on the area as a whole.
- Opportunity to maintain and grow visitation on an annual basis.
- Effect on the local lodging tax of the event in past years (if an annual, recurring event).

### **Grant Funding:**

- Reimbursement of up to Four Thousand Dollars (\$4,000.00) based on expected (new event) and/or proven (repeat event) attendance.

<b>Attendees</b>	<b>Award will be UP TO</b>
1 - 100	\$1,000.00
101 - 250	\$2,000.00
251 - 400	\$3,000.00
401 & Above	\$4,000.00

### **Required Recognition:**

*The Board requires specific recognition for its financial participation. Please note: the Office CCVC Logo file(s) may be obtained from the CCVC Office (307-324-3020 or via email [info@wyomingcarboncounty.com](mailto:info@wyomingcarboncounty.com))*

- **Audible identification (radio):** "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **Broadcast at event:** "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **Television and Internet:** Logo and/or audible identification "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **ALL Print Media:** brochures, posters, promotional flyers, registration forms, magazine and newspaper advertising - Logo and "PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"
- **CCVC Banner at the event site** (provided by CCVC).
- **Logo on tee-shirts**, if sponsors are recognized in this way.



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- **Awards:** Logo and written identification (if space) ***“PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS’ COUNCIL”***
- **Event Entrance:** Four (4) event entrance tickets; a minimum of (2) event tickets provided for CCVC representative attendance and (2) tickets (or promotional items when entrance to event is at no charge) to be given away over a radio station. Tickets/Promotional Items are due upon grant approval and must be received no later than 10 days prior to the event.
- **Any other considerations/benefits the organization provides investors or sponsors at the same level of investment.**
- **When a grant application is approved**, the CCVC is considered an official sponsor of your event. **Recognition *MUST* be in ALL event advertising and marketing efforts.**

**Marketing Mediums:** The Carbon County Visitors' Council considers all typical marketing mediums eligible for grant funding. A proposed layout, sample and/or script should be provided with the applications. If a sample is not provided with the application, the grant may not be approved. **Advertising & Marketing efforts that do not contain the proper credit to the CCVC will be excluded from reimbursement payment.**

### **Other Marketing Items Which May Qualify:**

- **Awards** – Trophies, plaques, framed certificates, etc.
- **Cash Prizes** – Minimum cash prize equaling \$50.00 or higher.  
***NOTE:*** All Awards and Cash Prizes are matched at 50% of expenditure not to exceed grant award total.

**Exceptions:** CCVC will **not** approve Event Advertising & Marketing grant funds for the following:

- Phone or equipment expenses
- Administration, officials, judges, presenters, teachers, facilitators, etc.
- Entertainment, Bands, DJ's – ***Note: radio remote broadcasting qualifies as Audio Media.***
- Items sold for profit, food, alcoholic beverages
- Postage, or sales tax

### **Important Key Items:**

1. Application form must be completed in its entirety and include all required attachments.
2. Applications may be submitted no more than 245 days (8 months) prior to the event and prior to on the last Monday of April, August and the third (3<sup>rd</sup>) Monday of December.
3. CCVC Grant funding is a reimbursement of Advertising and Marketing dollars spent. Proof of Payment is required.
4. In-county advertising is limited to a maximum of twenty percent (20%) of costs incurred, of which fifty percent (50%) of those expenditures are reimbursable.
5. Out-of-county advertising efforts should be a minimum of eighty percent (80%) of all marketing efforts of which one-hundred percent (100%) of expenditures are reimbursable.
6. Proposed ad layouts, samples and/or scripts must be provided with the application.
7. Advertising & Marketing efforts that do not contain the proper credit to the Carbon County Visitors' Council as described under **Required Recognition** above, will be excluded from payment.
8. Four (4) event entrance tickets must be received no later than 10 days prior to the event.
9. CCVC employees, Board members and their immediate family members are not eligible for Awards or Cash Prizes. *Immediate family includes spouses, parents and children.*



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**Application Instructions:** The original copy of the completed grant application and all attachments should be provided to the Carbon County Visitors' Council. The applications should be compiled in the following order:

1. Completed application on page 5.
2. Detailed marketing plan:
  - a. How and to whom your group plans to market your event.
  - b. Advertising plan and schedules.
  - c. Examples of marketing flyers, advertisements, radio scripts, etc.
3. Completed Proposed Event Advertising & Marketing Grant Worksheet on page 6. Excel version is available online.
4. A Priority list:
  - a. Clearly state the items that have priority in case full funding is not approved and/or not available.
5. The initialed and signed copy of page 4 as indicated.

Applications will only be accepted if postmarked, hand delivered and/or electronic date/time stamped on or before the last Monday of August & April or the 3<sup>rd</sup> Monday of December each year.

All applications must be completed on the official CCVC Event Advertising & Marketing application form, dated and signed. All applications must include all supporting documentation as detailed above and must be mailed, hand-delivered and/or emailed to the Carbon County Visitors' Council business office.

***\*Incomplete applications will not be accepted and will be returned\****

**Mailing address:**

Carbon County Visitors' Council  
P.O. Box 1017  
Rawlins, WY 82301

**Or hand delivered to:**

214 4<sup>th</sup> Street  
Office #11

**Or Emailed to:**

[assistant@wyomingcarboncounty.com](mailto:assistant@wyomingcarboncounty.com)

**Event Advertising & Marketing Grant Hearings** will be held the third Wednesday of January, May and August each year, place and time to be determined.

**Grant Application Timeline:** Applicants will be notified, in writing, within ten (10) business days of the Board's decision. If approved, grantee will receive:

**Letter of Approval;**

**Official Claim Form;**

**Grant Acceptance Agreement** (*The Grant Acceptance Agreement must be signed and returned to the CCVC Business Office, PO Box 1017, Rawlins WY 82301 within ten (10) business days prior to your event, or the grant may become null and void*).

**Reimbursement:**

1. Grant recipients must maintain all receipts/invoices and collect cancelled or certified copies of checks of expenses related to the grant.
2. Copies of contracts or other documentation may be requested in exceptional circumstances.
3. Applicants have one hundred and twenty (120) days following the event to file their Official Claim Form. Grant funding commitments become null and void one hundred-twenty (120) days from the end date of event.
4. Any ad space, product, brochure, radio spots, or any other item contracted prior to approval of the grant does not qualify for grant funds.
5. Items not submitted for reimbursement within the specified time period become the **sole** responsibility of applicant.



## Carbon County Visitors' Council Event Advertising & Marketing Grant Application, Guidelines, & Instructions

6. Incurred expenses are the responsibility of the sponsoring organizations and approved expenses will be reimbursed by the CCVC.
7. Any organization that is approved for event funds, runs advertising for said event, and cancels the event prior to its scheduled date, will be solely responsible for the cost of all ads for that cancelled event.

### **Request for payment must include:**

1. Event Advertising & Marketing Grant Final Report (available through the CCVC office):
  - a. A brief description/overview of annual advertising efforts.
2. Annual Advertising Feedback Form (provided by CCVC).
3. Visitor tracking sample and/or digital visitor tracking (template available through CCVC office).
4. Official Claim Form (provided by CCVC):
  - a. An expenditure list with vendor name, purpose/reason for expenditure and amount.
5. Paid Invoices with cancelled checks (or certified copies), cash and/or credit card receipts:
  - a. Advertising tear sheets, copies of publications, and/or electronic screen prints of online banners, ads, etc.
  - b. Recorded radio scripts, internet, and/or video advertising.
6. **Cash Award Prize Receipts** are required for **ALL Cash Prizes**. Non-cash awards should submit an invoice/bill, receipt or canceled check. **Restrictions apply, see page 2, item 6.**

### **Verification of Understanding (read, initial & sign):**

Once a grant approval and Official Claim Form is issued the grant approval process is *final*. I understand that any changes to the approved grant must be submitted in writing and that any changes that do not meet this requirement will be disqualified and ineligible for reimbursement by the CCVC and will be considered the sole financial responsibility of the sponsoring organization.

Initial:

\_\_\_\_\_ I understand that **any changes to the approved grant must be submitted in writing** to the CCVC at PO Box 1017, Rawlins WY 82301, or via email to [director@wyomingcarboncounty.com](mailto:director@wyomingcarboncounty.com)

The Carbon County Visitors' Council reserves the right to terminate funding in the event of non-compliance or cancellation, and to amend grants, reject or void grants which are contrary to law or public policy and amend its policies as it relates to the approval process for future grants.

Check:

- I have read and understand this document and will comply with the process as set forth herein.
- I have read and initialed the *Important Note* above.
- I have authority to enter into contracts on behalf of the organization.

Name of Organization: \_\_\_\_\_

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_



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## Event Advertising & Marketing Application

Event Name \_\_\_\_\_ Date(s) \_\_\_\_\_ Location \_\_\_\_\_

Organization Name: \_\_\_\_\_

Main Program Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Expected Number of Attendees: \_\_\_\_\_ Expected number of Overnight Stays: \_\_\_\_\_

Are you a 501(c)3 or a 501(c)6 Organization? \_\_\_\_\_ EIN \_\_\_\_\_ (Attached W-9)

Are you a Governmental Organization? \_\_\_\_\_ EIN \_\_\_\_\_

Grant Funds Requested: \$ \_\_\_\_\_ (can be up to \$4000.00 total per event, based on attendance)

Has CCVC funded this event in the past? \_\_\_\_\_ If so, how many times? \_\_\_\_\_

How will you promote out-of-county visitation? \_\_\_\_\_

Total budgeted for out-of-county advertising and promotion: \$ \_\_\_\_\_

How will you promote in-county visitation? \_\_\_\_\_

Total budgeted for in-county advertising and promotion: \$ \_\_\_\_\_

Grant funds will be used for (please check all that apply):

- |                                    |   |                                     |   |
|------------------------------------|---|-------------------------------------|---|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Flyers/Posters | <input type="checkbox"/> Radio      | <input type="checkbox"/> Awards/Cash Prizes |
| <input type="checkbox"/> Magazine  | <input type="checkbox"/> Internet       | <input type="checkbox"/> Television |   |

**Note:** Reimbursement payment is based on paid approved items from the check list above and Official Claim Form provided by CCVC. Read and Follow the Advertising & Marketing Grant Guidelines and Instructions carefully. Submission deadlines are the last Monday of April, August and 3<sup>rd</sup> Monday of December. \*INCOMPLETE APPLICATIONS WILL BE RETURNED\*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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### For Completion by CCVC Staff

Estimated Total Economic Impact: \$ \_\_\_\_\_



## Carbon County Visitors' Council Event Advertising & Marketing Grant Application, Guidelines, & Instructions

### Proposed Event Advertising & Marketing Grant Worksheet

Media Description	Dates of Ads to Run	Project Total	Grant Request	Grant Award
<b>Print Media</b> ( <i>newspapers, magazines, posters, flyers, etc.</i> )				
	In County ( <i>reimbursed at 50% of expenditure</i> )			
	<b>Total Print Media Ads</b>			
<b>Audio/Visual Media</b> ( <i>Radio, Television, Internet, etc.</i> )				
	<b>Total Audio/Visual Ads</b>			
<b>Other Marketing Efforts</b> ( <i>Awards or Cash Prizes reimbursed at 50% of cost/prize</i> )				