



CCVC
 PO Box 1017 Rawlins WY 82301
 P 307.324.3020 F 307.324.8440
**Advertising & Marketing
 Grant Application**

- Grant Application Check List of Required Items:**
 The following items to be included with the application form:
- Project Narrative
 - Detail of Promotional Items
 - Detailed Marketing Plan
 - Proof of Matching Funds for Awards
 - Detailed Ad Plan
 - Detailed Budget or Spending Plan

Events that draw out-of-county overnight visitors to Carbon County (i.e. conventions, culminating events, member events, events at registration capacity) or events that require advertising funding or prize award funding for continued success may qualify for a CCVC grant.

Applicant Information

Organization Name: _____
 Mailing Address: _____
 City/State/ZIP: _____
 Phone: _____
 Email: _____

Type of Organization:
 WY non-profit 501c3
 WY non-profit (not 501c3) Code section of exemption: _____
 Governmental Entity

Event Information

Event Name: _____
 Type of Event: _____
 Primary Contact: _____
 Location of Event: _____
 Date(s) of Event: _____
 Projected Attendance: _____
 Do you require membership in your organization for individuals to participate? Yes No

Est. # of out-of-county participants staying overnight: _____
 Arrival Date: _____ Departure Date: _____
 Total est. # of room nights generated by this project: _____
 (Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).
 Is this an annual event in Carbon County? Yes No
 Is this the first event of its kind in Carbon County? Yes No
 If no, how many out-of-county participants came last year? _____

Grant Information

Grant Funds Requested: \$ _____
 Total Event Budget: \$ _____
 Has the CCVC funded this project in the past? Yes No
 If yes, number of times: _____
 Total funding received from CCVC to date: \$ _____
 How will the event proceed if not funded by the CCVC? _____

- Mark all sponsorship benefits available per instructions**
- CCVC banner at event site (required & provided by CCVC)
 - logo on awards (required)
 - logo on printed items applicable to this event (required)
 - logo on t-shirts provided to the participants (required)
 - event tickets per instructions (required)
 - Reader board recognition
 - Complimentary advertising space in program:
 Size of ad: _____ Inches X _____ Inches
 Color Black & White
 - Public address announcements for CCVC
 - Other: _____

How will you promote out-of-county attendance/participation?

Total budgeted for out-of-county promotion: \$ _____

How will you promote in-county attendance/participation?

Total budgeted for in-county promotion: \$ _____

- Grant funds will be used for:
- Newspaper
 - Magazine
 - Television
 - Radio
 - Internet
 - Billboard Space
 - Flyers/Posters
 - Postage
 - Rental Equipment for Event
 - Entertainment at Event
 - Prizes/Awards
 - Other:
 - Other:
 - Other:

Note: Payment reimbursement is based on approved items from the check list above and Schedule of Advertising attachment.

Signature: _____ **Date:** _____

Read and follow the grant guidelines carefully. Incomplete applications will be returned. Submission deadlines are as posted on website.

For Completion by CCVC Staff

Estimated Total Economic Impact: \$ _____

Formula: Number of participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Number of nights generated, multiplied by a daily expenditure figure. For example: 50 participants x 2 days=100 x \$50= \$500 & 20 x \$150=\$3000 Est. Total Econ. Impact = \$500.- \$3000.