

2023 Special Event Grant Application

The mission of Visit Bloomington's special event grant program is to assist events in creating positive economic impact, growth, and publicity of Monroe County as a tourism destination by providing funding for event marketing.

Please review [Visit Bloomington's grant guidelines](#) prior to completing your application.

Applications will not be reviewed for completeness or missing information upon submission. A complete application does not guarantee funding. No late applications will be accepted.

Please contact Erin White, Director of Leisure Marketing & Media, with any questions regarding the application or grant program, by email: erin@visitbloomington.com or phone: (812) 355-7723.

*** Required**

1. Email *

2. I have read and understand Visit Bloomington's grant guidelines.

Mark only one oval.

Yes

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Organization Information

3. Organization Name

4. Non-Profit Status

Mark only one oval.

Yes

No

Other: _____

5. Organization Address

6. Organization or Event Website

Applicant Information

7. Name

8. Title

9. Email

10. Phone

Event Information

11. Name of Event

12. Event Location

13. Start Date

14. End Date

15. Event Type

Mark only one oval.

- Festival or Special Event
- Film or Screening Event
- Food or Drink Event
- Gallery or Museum Event
- Lecture, Talk, or Literary Event
- Live Music Event
- Outdoor Recreation Event
- Performing Arts Event
- Sporting Event
- Other: _____

16. Describe your event in 200 words or less.

Event Marketing

17. Describe your marketing strategy by sharing what outlets and earned opportunities you will use to market your event.

18. What is your total marketing budget for this event?

19. Detail your marketing budget by line item expense.

Example:

\$500 for 1/2 page ad in ABC Magazine

\$1,000 for 3 weeks of radio ads on XYZ Station

Economic Impact

20. Estimated Attendance

21. Number of Day Visitors (not staying in lodging facilities)

22. Number of Overnight Visitors (staying in lodging facilities)

23. Describe how this event will have a positive impact on Monroe County in 200 words or less.

Funding Request

24. Grant Amount Requested

25. Describe in detail how the requested funds will be used.

Additional Comments and Information

26. Use this space to describe any other information you think would be valuable for Visit Bloomington to know about your event and/or your funding request. Otherwise, please answer "N/A".

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