

# 2024 Live Performance Venue Grant Application

The purpose of this live performance venue grant program is to assist live venues with performance expenses with a goal of growing audiences and awareness for Bloomington as a live performance destination. Venues that host live performances (music, comedy, theater) on Sundays, Mondays, Tuesdays, Wednesdays, and Thursdays are encouraged to apply. No events taking place on a Friday or Saturday or that are part of a multi-day event that includes a Friday or Saturday performance are eligible for this live performance grant funding.

**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 Jordan Smith, Leisure Marketing Manager, with any questions regarding the application or grant program, by email: [jordan@visitbloomington.com](mailto:jordan@visitbloomington.com) or phone: (812) 355-7723.

1. Email \*

---

2. I have read and understand Visit Bloomington's 2024 Live Performance Venue Grant guidelines.

*Mark only one oval.*

☐ Yes

[Skip to question 3](#)

## 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 Live Event

---

12. Event Location

---

13. Start Date of Event

---

14. End Date of Event

---

15. Event Type

*Mark only one oval.*

☐ Live Comedy

☐ Live Music

☐ Live Theater

☐ Other: 

---

16. Describe event in 200 words or less. This includes information about talent and why they will draw a weeknight audience.

---

---

---

---

---

### Funding Request and Event Marketing

17. Total grant amount requested

---

---

---

---

---

18. Describe funding request in detail. This includes talent fees (performance and hospitality) and event marketing (>25% of grant) expenditures. Maximum request is \$2,500. See grant guidelines for breakdown and more details.

Example: XYZ Venue is requesting \$1,000 to produce our Monday Night Live Music Concert. \$500 will be used to pay the band, \$300 (30% of grant) will be used to promote the event on social media, and \$200 will be spent on a hotel room for the band.

---

19. How are you going to market this event?

Example: We will spend up to \$300 on a Facebook and Instagram campaign starting one month in advance of the show. We will target live music and event fans in the state of Indiana, Chicago, Cincinnati, Louisville, and St. Louis.

---

---

---

---

---

### Economic Impact

20. What is your event attendance goal and why will this grant be helpful to you?

---

### Additional Comments and Information

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

---

---

---

---

---

This content is neither created nor endorsed by Google.

Google Forms

