2024 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 Jordan Smith, Leisure Marketing Manager, with any questions regarding the application or grant program, by email: jordan@visitbloomington.com or phone: (812) 355-7723.

1.   Email *

     _____

2.   I have read and understand Visit Bloomington's 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 Event**

_____

12.   **Event Location**

_____

13.   **Start Date**

_____

14.   **End Date**

_____

15.   **Event Type**

Mark only one oval.

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

16.   Describe your event in 200 words or less.

_____

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_____

_____

_____

Event Marketing

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

_____

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_____

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.

_____

_____

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_____

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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