



## OVERVIEW

The Event Funding Support Program was created to assist local events and performance venues with **marketing expenses outside Monroe County** for events taking place during non-peak tourism periods in 2026.

The goal of this program is to attract more visitors from outside Monroe County to attend events, resulting in increased economic activity and greater awareness of the entire county as a destination.

## SUBMISSION DEADLINES

This is a **2026 calendar year program**. Visit Bloomington will review applications as soon as possible after they are received.

- Applications must be received at least **one month prior** to the funded event.
- Applications may not be submitted more than **six months in advance** of the event. This ensures that funding remains available for events scheduled later in the year.
- Visit Bloomington reserves the right to refuse any last-minute applications or to reject any application for any reason.

## PROGRAM RULES

1. Events must take place in **2026**.
2. Events must take place in **Monroe County, Indiana**.
3. Events must be **open to the general public**. Venue legal age restrictions do apply.
4. **Eligible Expenses:**
  - At least **75% of awarded funding must be used for marketing expenses occurring outside Monroe County, Indiana**.
  - Marketing examples: Statewide social media campaigns, regional print/digital ads, regional radio/TV ads, influencer promotions.
  - Up to 35% of the award (**maximum \$500 on a \$2,000 award**) may be used for talent fees, venue rental, or lodging for artists. **Lodging must be from a commercial lodging business in Monroe County, Indiana (a hotel, cabin, Airbnb). Clear documentation of this is required.**
5. **Ineligible Expenses:**
  - Event production costs other than the limited 25% allowance mentioned above.
  - Marketing within Monroe County, Indiana (except statewide social media).
  - Any items not pre-approved in the program agreement.
  - Staff fees and/or volunteer stipends.

## 6. Eligible Event Periods:

- **January 1 – March 31, 2026:** \$22,000 available; applicants may request up to \$2,000 maximum.
- **May 11 – August 15, 2026:** \$22,000 available; applicants may request up to \$2,000 maximum.
- **November 1 – December 31, 2026:** \$22,000 available; applicants may request up to \$2,000 maximum.

## 7. Ineligible Event Periods:

- **April 1 – May 10, 2026.**
- **August 16 – October 31, 2026.**

8. A performance series, such as a songwriter or open mic night, that occurs during the ineligible dates is eligible for funding if the series includes multiple dates during the eligible event periods. Include details of all your series performance dates in your application. **A series will not receive multiple funding awards.**
9. Event producers and event venues are eligible recipients. It is OK if the same venue is proposed in multiple applications during the same eligible event period by different producers, but Visit Bloomington reserves the right to not award funding for this reason.
10. Applicants may apply **once per funding period** (maximum of three awards per year).
11. This is a **reimbursement program**.
  - Clear proof of payment and receipts are required within **60 days of the event**. Visit Bloomington will do one reimbursement per application. No exceptions.
  - **If marketing is not completed, no reimbursement will be issued – even if other expenses were incurred.**
12. Acknowledgement Requirement:
  - **Recipients must include Visit Bloomington sponsorship credit in marketing and promotional materials.** Provide details of this sponsorship credit in your application.
13. **Reimbursements may take up to 60 days** after Visit Bloomington receives completed reimbursement forms.
14. A **Post Event Funding Support Summary** is due no later than **60 days after the event**. Failure to submit this summary on time will jeopardize your organization's ability to receive future grants.

