

VISIT *Casper*

MARKETING GRANT

Introduction

The Natrona County Travel & Tourism Council, i.e., Visit Casper, is a destination marketing organization with the sole purpose of driving visitation to Natrona County in support of our local economy and quality of life. This year, with the goal of catalyzing tourism in the Casper area, we are offering our local tourism-specific stakeholders an opportunity to apply for a \$2,500 marketing grant with ten winners to be selected. If selected as a winner, the \$2,500 must be used to market and advertise your business or event.

If you are interested in learning more and applying, please continue reading the information below for specific details on who qualifies, application information, and requirements if you are selected.

Who Qualifies?

As mentioned above, Visit Casper's mission is to increase visitation to our area, therefore, only existing tourism-driving businesses, that fall into one of the categories below, qualify for this marketing grant.

- ATTRACTIONS • EVENTS • LODGING • GUIDES & OUTFITTERS
- RESTAURANTS, COFFEE SHOPS, BAKERIES & BREWERIES • RETAIL • RECREATION

If you are a business owner that owns more than one of the types of businesses listed above, you may only submit one application under one business name. The full \$2,500 must be spent to market the business listed on the application.

Timeline

Applications open March 24th, 2025 and the deadline for submission is May 2nd at noon. Winners will be announced early May and funds will be awarded in June. The use of funds, depending on the campaign timeline that was submitted in the application, may begin on July 1st, 2025.

Winners will be required to submit a receipt for their final spends, along with campaign performance metrics **no later than four weeks after their campaigns conclude**. If receipts aren't submitted, or they show that funds weren't spent how and when the original application said they would be, the business and business owner will be **automatically disqualified** from applying next year.

Spending Requirements

HOW: The selected winners must spend the awarded funds on marketing and advertising initiatives **ONLY**. If you need suggestions, we have outlined example tactics below. Vendors for digital campaigns and billboards can be found at visitcasper.com/about/marketing-grant.

- 1/2 PAGE AD IN THE 2026 VISIT CASPER TRAVEL GUIDE
- DOWNTOWN WALKING MAP (1.86" (w) x 2.96" (h))
- PAID SOCIAL MEDIA • DIGITAL DISPLAY ADS • RADIO ADS

WHEN: Campaigns must run during Visit Casper's 2026 fiscal year (July 1st, 2025 - June 30th, 2026). Please note that Casper is a year-round destination and attracts visitors for several reasons, but due to seasonality we see an increase in visitation through the summer and a decrease during the winter months.

WHERE: Awarded funds will be required to be spent on a campaign that coincides with Visit Casper's marketing and will therefore need to be used to target one or more of the same markets.

1. Visit Casper utilizes a third-party data tracking software for insights on where visitors of Natrona County are coming from to determine where marketing dollars will be most efficient. The predetermined target markets are outlined below.

- Denver, CO • Salt Lake City, UT • Cheyenne, WY • Rapid City, SD • Billings, MT

Applicants interested in targeting these markets must utilize the Visit Casper and 5150' Local logos in their campaign. Logos will be sent to grant winners early May.

Visit Casper owns and manages the 5150' Local brand, which is local specific and helps promote businesses and events to residents of Natrona County. 5150' Local connects with residents over organic platforms such as the website, Facebook/Instagram and a bi-monthly e-newsletter, and runs paid advertising to promote signature events such as 5150' Restaurant Week (in February) and 5150' Festival (in August).

Application Details

Applications are due by noon on **May 2nd, 2025**, and must be submitted using the online form at: visitcasper.com/partner-resources/marketing-grant

Applications must fulfill the requirements listed on the next page (which can also be found in the checklist at the end of this packet).

1. AN OVERVIEW OF YOUR BUSINESS: This should include a short description of (a) who you are, (b) what you offer, and (c) specific details on what you plan to promote and why. For example, are you a brewery promoting the release of a new beer? An outfitter promoting a special offer/discount? Or a rental company promoting a special experience you can offer? We want you to showcase yourself and highlight your unique offerings. *Please also include a link to your website and any social media channels you have a presence on.*

2. BUDGET PROPOSAL: We want to know (a) how you will spend the money, (b) why you want to spend the money on *your chosen tactic(s)*, (c) when you plan to launch your campaign, (d) the month(s) it will be running, and (e) which market(s) you plan on targeting. Your budget can be built using the prices outlines below for each available tactic.

Paid Social	Ads can run on Facebook and Instagram	\$\$\$ (varies)
Display Ads	If you aren't already working with an ad agency or placing display ads manually in Google Ads, you can purchase display ads through Oil City News, Townsquare Media, or the Star Tribune	Contact vendors for pricing and availability
Billboard	Local billboards can be purchased through Yesco	Contact mlargent@yesco.com for pricing and availability
1/2 Page Ad in Visit Casper's 2026 Travel Guide	The Visit Casper Travel Guide is a premier tool for visitors planning their vacation to Casper. We print 50,000 copies and have a digital version on our website that users can download.	\$1,000.00
Downtown Walking Map Single Cell Ad	The Visit Casper Downtown Walking Map is a tool for visitors when they are in destination and discovering our historic downtown district. We print 5,000+ copies and have a digital version available online.	\$500.00

3. CREATIVE CONCEPTS: Depending on the marketing tactic(s) you select, you'll need to showcase what your ads will look like. All ads will need to include the Visit Casper and the 5150' Local logo using the specifications outlined in the media kit provided. If you need creative assistance, guidance, or a spark of inspiration, please don't hesitate to reach out to the Visit Casper team. Please send your emails to the following staff members if you need assistance:

Syd C. G. Wallace - Creative Manager: Sydney@VisitCasper.com

Wayne Stewart - Director of Marketing & Communications: Wayne@VisitCasper.com

Application Checklist

When submitting your application, please ensure you include all of the required information outlined in the “Application Details” section of this packet. Please use the check list below to make sure you have all the necessary materials & are following the correct application procedures.

☐ Application assembled by sections in order:

- ☐ Business Overview
- ☐ Budget Proposal
 - ☐ A) HOW you will spend the money
 - ☐ B) WHY you want to spend the money on your proposed tactics
 - ☐ C) Your proposed campaigns’ launch date
 - ☐ D) How long your campaign will be running - which month(s) of which year(s)
 - ☐ E) Which markets you will be running your campaign in (Ex: Casper Area, Denver Area, etc.)
 - ☐ F) Which market profile(s) you will be targeting in said market area(s)
- ☐ Creative Concepts
 - ☐ A demonstration of what your ads will look like using the required logos.
***Keep in mind:** do these ads effectively target & consider the audience you’re trying to market to?

☐ Application submitted by due date: May 2nd, 2025 (cutoff time: Noon)

☐ Post-Campaign Reporting

- ☐ Submit a report of your campaign results to wayne@visitcasper.com as soon as you have the information available.
***Keep in mind:** Campaign reporting varies based on your advertising method. Please see below for a list of data reporting examples for different advertising tactics.
 - Paid Socials: Impressions, Clicks, engagement (comments, likes, etc.), & Click-Through Rates (CTR).
 - Display Ads: Impressions, Clicks, Click-Through Rates (CTR), Website Traffic directly linked to a call-to-action in your ad.
 - 1/2 Page Visit Casper Travel Guide Ad/Downtown Pocket Map Single Cell Ad: The number of QR Code scans directly linked to the use of a QR Code in your ad design.