

INSTRUCTIONS FOR SUBMITTING APPLICATION

1. **Read all items before completing application!** If you have questions, please contact the CACVB, Kurt Burkhart – burkhart@charlottesville.org
All inquiries and responses will be handled through email. Also, when reading the application, if what is asked is not-applicable, please indicate by, N/A.
2. **Cover letter** – You will provide a cover letter, to be signed by the individual within your organization who has fiduciary oversight. This letter will provide a description of:
 - Brief history of the organization (festival, event), and whether the festival is first-time or recurring;
 - Narrative of your proposed marketing initiative for FY 17 (not to exceed 250 words and written in Times New Roman, 12-point font, with 1-inch margins);
 - How monies will be used, if approved;
 - Any community collaboration;
 - Provide outcomes if your festival received funding since July 30, 2015;
 - Cover letter will not exceed a total of 3 pages.
3. **Preparation of Application**
 - Applicant must provide original document plus 4 copies (a total of 5 to be submitted). Documents must be physically delivered to the CACVB office no later than 5:00 p.m. on Thursday, July 30, 2015. The delivery of these paper copies does not take the place of submitting a complete, single PDF file, as mentioned in the third bullet of this section;
 - Applications must be copied on double-sided, three hole-punched paper. All pages must be numbered (this may be done manually);
 - A single PDF of the full completed application file must be sent to the CACVB no later than 5:00 p.m. on Thursday, July 30, 2015. Your email to burkhart@charlottesville.org will serve to time-stamp the submission of your application. Any submissions received after this time will not be accepted.
4. **Receipt of Application** – You will receive an acknowledgement of receipt from the CACVB by email that your submission has been received.