



VISIT CHEYENNE
MARKETING GRANT
APPLICATION GUIDELINES
for 2020 Events

<https://www.cheyenne.org/info/about-the-cvb/>

Purpose

The Marketing Grant program is a competitive process whereby the VISIT CHEYENNE Board of Directors awards marketing grants and assistance to deserving events that increase travel to and overnight stays in Laramie County.

**ALL MARKETING GRANT FUNDS MUST BE USED FOR
MARKETING & PROMOTION OF THE EVENT.**

Eligibility

The VISIT CHEYENNE marketing grant program is directed at events *that have the potential to attract out-of-county and overnight visitors.*

Annual or long-term events may have priority over one-time events.

Organizations may apply for funds for more than one event in the same year.

VISIT CHEYENNE grants additional consideration to events that

- 1) Support & develop the Cheyenne “Live the Legend” brand, or
- 2) Events that take place during the off-season (Oct-April).

While VISIT CHEYENNE usually does not fund projects for more than three consecutive years, the Board of Directors may make exceptions for worthy events.

Note: Visit Cheyenne provides an automatic marketing grant to Laramie County and to each of Laramie County’s four incorporated communities annually for marketing purposes (community events, festivals, or other community attributes). These governmental entities do not have to submit marketing grant applications but should provide documentation of appropriate marketing expenditures.

Grant Application Guidelines:

Grant application should be submitted to VISIT CHEYENNE by Nov 30, 2019.

You are allowed to submit the form at a later date, but the processing time will be longer and grant budget may be depleted.

Grants will NOT be accepted or awarded on projects already completed.

ALLOWED GRANT EXPENDITURES

At least 60% of the advertising to be done OUTSIDE of Laramie County.

- 1) Media Advertising
- 2) Flyers advertising the event
- 3) Brochures
- 4) Posters
- 5) Billboards
- 6) Minor promotional items used before the actual event to encourage attendance (ex: bookmarks distributed at trade shows or similar events prior to the Cheyenne event)
- 7) Other marketing expenses the VISIT CHEYENNE Board deems appropriate.

NON-ALLOWED GRANT EXPENDITURES

Non-marketing activities include, but are not limited, to the following:

- 1) Fundraising activities
- 2) Building of any capital facility
- 3) Operational expenses (such as directional signs, etc.)
- 4) Event give-away items provide to participants during the event (ex. Attendee gifts & mementos such as t-shirts or water bottles)
- 5) Purchase of equipment
- 6) Wages of any kind
- 7) Food & beverage

Grants & Services Awarded

The Board determines the amount of the grant funding and direct assistance based upon the size and impact of the event.

The VISIT CHEYENNE Board of Directors Grant Committee will judge applicants on the viability of the event and its ability to increase visitor stays and/or room nights in Laramie County.

The Board may mandate additional requirements to be met by the event organizer before any monies are awarded. Receipt of any VISITOR CHEYENNE Marketing Grant funds serves as an acknowledgement to abide by said requirements.

Approval will be decided at the December 2019 VISITOR CHEYENNE Board meeting. Notifications will be made to applicants soon thereafter.

1. Marketing Grant – After approval,

50% of the grant amount will be awarded to the event organizer up front.

The remainder will be awarded upon completion of the event and receipt of the FINAL REPORT and the ITEMIZED EXPENDITURE forms with required attachments.

The grantee will not receive more funds than were spent on marketing for the event.

2. Information Session – Each grant recipient may be required to have a meeting with VISIT CHEYENNE staff to ensure that event sponsored advertising and PR is working in conjunction with VISIT CHEYENNE public relations. This allows both entities to explore the many avenues of marketing styles. The session may also lead to other forms of cooperation and coordination. The first half of grant funds will be presented at this meeting.

3. Organizational Assistance-- Additional counseling from VISIT CHEYENNE may be provided based upon need and potential impact of event.

- * Facilitation – VISIT CHEYENNE may play an advisory role for the event
- * Legal assistance – Advice from VISIT CHEYENNE attorney (event-specific)
- * Advertising / Promotions – Design / advertising / promotional assistance

Event Organizer Responsibilities

1. Visit Cheyenne logo - In all advertising (both print and electronic media), event organizer will acknowledge VISIT CHEYENNE for providing the marketing grant using the VISIT CHEYENNE logo. Use of the logo is not permissible on products for sale.

2. Web Link - If the event uses or owns a web site to promote their event, the event organizer agrees to incorporate a VISIT CHEYENNE link in a prominent area of the event's home page providing a direct link to the VISIT CHEYENNE home page.

3. Cheyenne Brochures - Event organizer will prominently display Cheyenne area promotional brochures at the event in an effort to encourage longer stays in Laramie County.

4. Overnight Stays – Event organizer will provide documentation of the number of overnight stays in Laramie County that the event produced. This can be done by surveying participants or asking area lodging properties if they saw any event-related business. A generic survey form is included in with this application.

5. Contracts - All contracts for goods and services under this grant program shall be between the event organizer and the vendor. In no case will VISIT CHEYENNE the Convention and Visitors Bureau be part of such a contract.

Completion of Project / 2nd Payment

Event organizer will provide the following in order to receive their second half of the grant funds. Once your event is over, if you have not spent more than the amount received for the first half of the grant, you should still send in the 2nd half form stating so.

- 1) A Final Report form detailing the event including
 - Attendance numbers
 - Overnight visitation estimates (from area hotels/motels)
 - Overall evaluation of the project, including opportunities to further enhance the event
- 2) Itemized Expenditure Form -- List of marketing expenditures for the event. Keep in mind that for major events (not sustaining events) **at least 60% of the advertising to be done out-of-county.** Again, the goal is to bring in visitors from outside of Laramie County.
- 3) Payment Invoices - Must show
 - name of vendor,
 - location of vendor,
 - date of purchase,
 - what was purchased,
 - quantities and
 - amount per item

Copies of canceled checks may be accepted as well.

- 4) Magazines & newspapers ads or articles.
- 5) Other documents as may be requested by the Board to ascertain how the project funds were expended.

The grantee will not receive more funds than were spent on marketing for the event. If your total marketing expenditures are less than the grant amount awarded, you will receive reimbursement of allowable expenses, up to the amount you spent.

If you have any questions, please contact:
Darren Rudloff or Jill Pope
VISIT CHEYENNE
One Depot Square~ 121 W 15th Street, Suite 202
Cheyenne, Wyoming 82001 307-778-3133
jill@cheyenne.org

- Grant application below

2020 Event Survey

Would you like to be on our mailing list for the event in 2021?

Name & Address

E-mail Address

Phone Number

If you are from out-of-town, are you going to stay overnight in Cheyenne? Yes No

What type of lodging will you use?

Hotel / Motel

Campground

Bed & Breakfast

Other

Friends / Relatives

How did you find out about the event

Radio ad

Newspaper ad

Internet

Direct mail flier

Flier at other music festival

Poster

Billboard

Newspaper story

Word of mouth

Other

How many people, including yourself, are in your travel party?

Adults

Children

VISIT CHEYENNE
2020 MARKETING GRANT APPLICATION

VISIT CHEYENNE, 121 W 15th St Cheyenne, WY 82001 307-778-3133

Due to VISIT CHEYENNE: NOV. 30, 2019

Date of Event _____

Event Name _____

Organization _____

Checks made payable to: _____

Check Address: _____

City _____ State _____ Zip _____

Event Director _____ Phone _____ Email _____

Event Location and Times – if this has been determined:

Description of Event (as much detail as you have determined): Please include goals and event logistics.

Committees, Board of Directors, & officials. Who is responsible for what tasks?

Total Event Marketing Budget: Amount you anticipate spending. \$ _____

Amount Requested from VISIT CHEYENNE for marketing expenses \$ _____

What are your marketing and promotional plans for the event?
How would awarded Marketing Grant funds be used?

Do you need any special or organizational assistance from VISIT CHEYENNE?

Who are your target attendees? What do you project for attendance?

What is the admission fee?

What are your other sources of funding?

How does this project create tourism activity in Laramie County (extending visitor stays and / or creating overnight stays)?

List any partnerships/collaborators in project.

What is this event's history? What are your plans for this event in the future?

Have you received VISIT CHEYENNE grants before? _____
If yes, what year(s)? _____

Signature of Project Director

Date