



Advertising & Marketing Application Check List of Required Items:

The following items to be included with the application form:

- Completed Bid Sheet & Bids
- Project Narrative
- Detailed Marketing Plan
- Summary of Promotional Items
- Detailed Budget or Spending Plan

ADVERTISING & MARKETING APPLICATION

Applicants that need to advertise to bring out-of-town attendees and participants to an event may qualify for an advertising & marketing grant.

Applicant Information

Organization Name: _____
 Mailing Address: _____
 City/State/ZIP: _____
 Phone: _____
 Email: _____

Type of Organization:
 WY non-profit 501 (c) 3 tax id # _____
 WY non-profit (not 501(c) 3) Code section of exemption: _____
 Government Entity _____

Event Information

Event Name: _____
 Type of Event: _____
 Primary Contact: _____
 Location of Event: _____
 Date(s) of Event: _____
 Projected Attendance: _____
 Do you require membership in your organization for individuals to participate? Yes No

Est. # of out-of-town participants staying overnight: _____
 Arrival Date: _____ Departure Date: _____
 Total est. # of room nights generated by this project: _____
(Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).
 Will this be an annual event in Evanston? Yes No
 Has the event been in Evanston before? Yes No
 If yes, how many out-of-town participants came last year? _____

Advertising & Marketing Information

Amount Requested: \$ _____
 Total Event Budget: \$ _____
 Has the LTB funded this project in the past? Yes No
 If yes, number of times: _____
 Total funding received from LTB to date: \$ _____
 How will the event proceed if not funded by the LTB? _____

What on-site recognition will be provided for T&T?
 VE banner at event site (required; provided by VE)
 VE logo on printed materials (required, if funded by grant), link to our website on any electronic materials/registration
 2 event tickets for LTB (required)
 Reader board recognition
 Public address announcements for Visit Evanston
 Other: _____

How will you promote out-of-town attendance/participation? _____

Advertising & Marketing Grant funds will be used for:

- Brochures *(3 bids required)
- Posters & Promotional Flyers *(3 bids required)
- Postage (out-of-town mailings)
- Billboards
- Magazine Advertising
- Newspaper Advertising
- Radio Advertising
- Television Advertising

Total budgeted for out-of-town promotion: \$ _____

How will you promote in-town attendance/participation? _____

*A minimum of 3 competitive bids from qualified vendors must be included with the grant application for projects that require printing fees and/or production costs (see Bid Summaries section on page 2)

Note: Payment reimbursement is based on approved items from the check list above

Total budgeted for in-town promotion: \$ _____

Signature: _____

Date: _____

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is 10 Business days prior to Grant Hearing. For Completion by LTB Staff

Estimated Total Economic Impact: \$ _____

Formula: Number of out-of-town participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.



GATEWAY TO THE AMERICAN WEST

ADVERTISING & MARKETING APPLICATION

1200 Main Street, Evanston WY 82930 | Visit@evanstonwy.org

Bid Summaries

Please list the following details for each bid received:

Bid Item #1:

Bid #1
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #2
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #3
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid Item #2:

Bid #1
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #2
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #3
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid Item #3:

Bid #1
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #2
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #3
 Vendor Name: _____
 In-Town Vendor Out-of-Town Vendor Preferred Vendor
 Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

*Please copy this page to list additional bid items