



# MATCHING MARKETING AND PUBLIC RELATIONS SUPPORT GRANT

*Launched in 2017, the Marketing Assistance Grant was designed to provide financial support for events that serve both the residents of Jackson, Harrison, and Hancock Counties and the visitors who travel to the Coastal Mississippi area for the sense of authenticity and welcoming spirit that the destination exudes. Newly restructured, the Matching Marketing & Public Relations Support Fund updates the support fund to include public relations activation events as well as marketing.*

## **SOURCE OF FUNDING:**

- The Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi (herein, "Coastal Mississippi Tourism") sales and marketing programs are funded by lodging tax, which is governed by Mississippi law. Coastal Mississippi Tourism awarded federal and state grant dollars are strictly prohibited by law from any sub-award and are not included in any support.
- Available grants for marketing campaigns or public relations activations range from \$2,000 to \$10,000.
- Funded projects must occur between October 1, 2023, and September 30, 2024.
- The number of grants is limited by available funds and Commission approval.
- Applicant organization receiving matching support funding must be the responsible party for all expenditure. No exceptions.

Please provide the following:

- W-9, including Tax ID number
- 501(c) 3 status, if applicable

*Awarded funds are ineligible to be transferred from one organization to another.*

## **ELIGIBILITY:**

- Activity should attract overnight visitation. Priority will be given to marketing campaigns or public relations activations that focus on overnight visitation or occur in external overnight markets.
- Priority given to efforts that create regional partnerships/collaborations.
- Dates and/or strategy must be confirmed.
- Coastal Mississippi Tourism materials will be handed out and/or co-branded.
- Digital and hard data will be shared with Coastal Mississippi Tourism.
- Limited to one application annually by organization.

## **MATCHING FUND CATEGORY:**

Level 1	\$2000 to \$4,000
Level 2	\$4,000 to \$6,000
Level 3	\$6,000 to \$10,000

Out of Market Public Relations Activation/Event – Cooperative Team attendance optional – and will be considered by Board of Commissioners Annually.

If Coastal Mississippi Tourism agrees to fund, 75% of funding will be made no sooner than 60 days prior to the event and 25% of funding will be made after three out of five of the below data sets are submitted:

- Attendance Numbers
- Participant Numbers
- Zip Code or Origin Reports
- Marketing/Advertising/Digital Plan and Summary
- All Data Analytic Reports
- Media Value
- Hosted Event/Attendee Detail

All funded projects are required to display the ***Coastal Mississippi Tourism Logo*** in all marketing, advertisements, and promotions. Radio advertisements must use the phrase *“This project is partially funded by a grant through Coastal Mississippi Tourism”* or similar recognition approved by Coastal Mississippi Tourism Marketing Director.

If the project changes during the development stages, a letter must be submitted to Coastal Mississippi Tourism for approval before modification.

Qualified list of fund uses:

- Paid media - digital or traditional advertising
- PR activations - tradeshow booth fees

Non- eligible uses include but are not limited to:

- Agency commissions, consulting fees
- Items for resale
- Lobbying/Advocacy
- Expos (For profit trade shows)
- Salaries
- Infrastructure
- Construction
- Expenses incurred prior to the award letter
- Theatre Productions
- Community Events held in Casinos
- Civic Events/Local
- Operational Costs – salaries, utilities, clean up/trash, and other administrative costs

Complete application for consideration.