Marketing Grant Application

APPLICANT INFORMATION

Applicant (Legal Name or Organization)

_____

Address (Street or PO Box)

_____

City _____ State _____ Zip _____

Name of Director of Program/Event _____ Date of Event _____

Telephone _____ Email Address _____

Event Website _____ Organization Website (if different) _____

EVENT

Title of Event _____

Total Estimated Attendance _____

Total Estimated Visitor Attendance _____
(those attending from outside a 50-mile radius)

TOTAL GRANT AMOUNT REQUESTED $_____
(MAXIMUM AMOUNT IS $3,000)

CERTIFICATION

I, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of my knowledge.

Director of Program (print name) _____ Signature _____ Date _____

1. Provide a comprehensive description of your event including goals and objectives and why you think it will attract visitors to the Holland area. Use additional paper if necessary.

2. What is your targeted market and demographics of your expected visitors?

3. Is this a new event? If not, describe the event history and results from up to three previous years.

4. Is the event for profit or non-profit? Will the organizers receive any compensation?

5. Describe your marketing plan. Specifically provide details on how you will draw outside visitors and overnight guests.

6. Proposed Expenditures: List specifically how the HACVB funds will be used if approved. It is important to list all possible items the grant may be used for. Expenditures not identified in the applications process and at the time of approval cannot be added at a later date.

Description of Expenditures	ALLOCATED EXPENSES		
	HACVB Grant Expense	Other Expenses	Total
Total Budget:	$	$	$

7. Estimated Income. Please list all sources (including fundraisers) from which income is expected.

Income Source	HACVB Grant	Monetary	In-Kind	Total
Total Income:	$	$	$	$

8. Please list below your planning committee, including names, positions, mailing addresses, phone numbers, and email addresses.
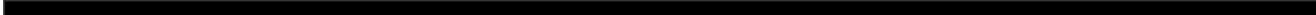
Please return your completed application to:
Holland Area Convention & Visitors Bureau
Attention: Linda Hart
78 E. 8th Street
Holland, Michigan 49423

Office Use Only:
Date Received: _____
Date Reviewed: _____
Amount Requested: _____
Amount Granted: _____