



Matching Marketing Grants Applications & Guidelines

Description of the Program

The Johnston County Tourism Authority supports the marketing efforts of organizations hosting festivals and events within the county. To be true to our mission to attract and serve visitors to the county, marketing funds for festivals and events must be used to advertise the event to attract day-trippers and overnight stays in area hotels. Although not all events generate overnight attendance, we encourage organizers to partner with area hotels, restaurants, retail and attractions to cross-promote, create packages, and build relationships among the tourism industry in the county.

Definitions of types of events:

Community Events - \$750

Typically organized for the benefit of the community and attendance is under 5,000 people.

Major Festivals - \$1,500

Annual festivals that have potential for partnerships with hotels and have a long track record of attracting more than 25,000 people.

Funds must be used for advertising and in return for these marketing dollars, the JCVB requests that our logo appear on banners, brochures, ads, etc. Each major festival should identify what hotel is their headquarters partner for vendors, promotions, packages and if the hotel partner is willing, we encourage them to serve on the planning committee for the festival. Payment for grants must be requested after the event takes place with a sample of marketing materials with the JCVB logo utilized.

Guidelines to qualify to apply:

- *Municipalities in the county qualify for one grant per year. Multiple departments may not apply separately.
- *One application per non-profit organization is allowed.
- *Joint events planned with partners count as one organizational grant.
- *Application materials must include name of events, dates, 25-50 word description, logo or photo, public contact phone, website links, etc.
- *Incomplete applications will not be awarded funding.
- *Applications must be received at a minimum of 60 days prior to the event.
- *Funds must be used for advertising placements.
- ***JCVB logo** must appear on sponsor banners or signs.

Procedures to apply:

All Festival Grant Applicants must submit this list of items a minimum of 60 days before the event date to allow time for marketing efforts. Applications not received 60 days prior to the event will not be considered.

Requests for reimbursement must include:

Press materials such as news release, logo, photo, and description of the event must be submitted with a letter of request for funding so that JCVB will have materials for calendar listings and other promotion. Payments of grant funds will be processed on receipt of these materials based on the next payment cycle. Payments of funds will be sent within 60 days after the event and must be paid before June 30.

Eligibility – Requirement for Non-profit status

Any legally chartered non-profit Johnston County organization, which organizes events or festivals, is eligible to request funds. The Johnston County Tourism Authority reserves the right to refuse any application. Only one application per organization will be accepted each fiscal year.

Sponsorship Amounts

Community Events/Sporting Tournaments	\$750.00
Major Festivals	\$1,500.00

Examples of events or expenses that will not be considered for sponsorship:

- Pageants
- Golf Tournaments
- Christmas Parades & Tree Lightings
- Seminars, Meetings or Exhibitions
- Fund Raising Events
- Church Functions
- Family Reunions
- Elementary/Middle/High School Programs
- Parks & Recreation community programs
- Community Dinners
- Fashion Shows
- Organization Expenses (trophies, staffing, phone expenses, bands, entry fees, etc.)

The Johnston County Visitors Bureau is a not-for-profit economic development organization and a public authority, which represents the county in the solicitation and servicing of all travelers to the county whether they visit for business, or pleasure or both. The Bureau is funded by a county 3% motel room occupancy tax, which is paid for by visitors to Johnston County.



Matching Marketing Funds Application

Name of Organization _____

Event Name _____

Event Date _____

Event times _____

Event Location Address _____

Event Coordinator _____

Mailing Address for Event Coordinator _____

Event Coordinator phone number _____

Phone number to publish for event _____

Event website or Facebook link _____

Email _____

Federal ID # for Johnston County Non-profit _____

Hotel Partner for Major Festivals _____

Partner Organization _____

Estimated attendance from outside the county _____ Estimated room nights _____

Check level applying for:

_____ Community Events - \$750 _____ Major Festivals - \$1,500

Check off that each of these items are in your application. Incomplete applications will not be submitted for consideration.

- _____ Dates of event and times
- _____ 25-50 Word Description of event
- _____ Public Phone Number for information
- _____ Website address or Facebook event link
- _____ Press materials including news release, logo, photography
- _____ Photo for web listing

Please return this form to Angel Phillips, Office Manager, Johnston County Visitors Bureau, 234 Venture Drive, Smithfield, NC 27577 a minimum of 60 days prior to your event. Call 919-989-8687 for any questions concerning the application.