

## 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.

### Community Events:

All community events in the county that are not major festivals would be eligible for \$500 in support. 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 90 days prior to the event.

Payments of funds will be sent within 60 days after the event and must be paid before June 30, 2023.

Funds must be used for advertising placements.

**JCVB logo** must appear on sponsor banners or signs. (Bureau will send a link to current logos)

### Major Annual Festivals:

For those annual festivals that have potential for partnerships with hotels and have long track records of attracting thousands of attendees will be awarded \$1,500 each year. These 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. as appropriate. 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.

Benson Mule Days

Bentonville Battlefield 5<sup>th</sup> Year Anniversary Events

Smithfield Ham & Yam Festival

Selma Railroad Days

Clayton Harvest Festival

Four Oaks Acorn Festival

Cleveland Strawberry Festival

### Procedures to apply:

Major Festival Grant Applicants must submit this list of items a minimum of 90 days before the event date to allow time for marketing efforts. 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. Payment to major festivals will be processed on receipt of these materials based on the next payment cycle.

## Matching Marketing Funds Application

Name of Organization \_\_\_\_\_

Event Name \_\_\_\_\_

Event Date \_\_\_\_\_

Event times \_\_\_\_\_

Event Coordinator \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

Event Location Address \_\_\_\_\_

\_\_\_\_\_

Event Coordinator phone number \_\_\_\_\_

Phone number to publish for event \_\_\_\_\_

Event website or Facebook link \_\_\_\_\_

Email \_\_\_\_\_

Non-profit/Federal ID # \_\_\_\_\_

Partner Organization \_\_\_\_\_

Estimated attendance from outside the county \_\_\_\_\_ Estimated room nights \_\_\_\_\_

### Check list of materials to provide with application:

- 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

Please return this form to Angel Phillips, Office Manager, Johnston County Visitors Bureau, 234 Venture Drive, Smithfield, NC 27577 a minimum of 90 days prior to your event. Call 919-989-8687 for any questions concerning the application.