

Tourism Marketing Grant

The Tourism Marketing Grant supports Kansas Tourism's mission by assisting Destination Marketing Organizations (DMO's), tourism communities, and travel industry businesses with new or first-time marketing and promotion activities. This grant is not intended to fund or sustain previously established marketing programs, but to support the development of fresh innovative marketing initiatives.

Organization Name (Applicant Name & Address Information)

Organization Name: (Account Name): **Kansas Tourism Sample**
Account Billing Address: **915 Southwest Harrison Street, Topeka, KS
66612, US**

Organization Legal Address

Legal Billing Street: **123 Main Street**
Legal Billing City: **Topeka**
Legal Billing State: **Kansas**
Legal Billing County: **Shawnee**
Legal Billing Zip Code: **66612**

Fiscal Agent Information

A fiscal agent is a third party organization that agrees to accept and be responsible for the grant funds on your behalf. If you are using a fiscal agent, they will be the entity that will receive payments for this grant.

Are you using a Fiscal Agent? **No**

Fiscal Agent Name:

Fiscal Agent Phone:

Fiscal Agent Email:

Fiscal Agent Address:

Organization Information

Organization Type: **Business**

Organization Employer Identification Number (EIN): **12-3456789**

Website (Please provide the full URL, including https:// prefix):

<https://ABCKansasTourism.com>

Application Owner (Primary Contact)

First Name: **Babette**

Last Name: **Dixon**

Contact Phone:

Contact Mobile:

Contact Email: **babette.dixon1@ks.gov**

Secondary Contact

Secondary Contact Title:

Secondary Contact First Name:

Secondary Contact Last Name:

Secondary Contact Work Phone:

Secondary Contact Email:

Capacity Assessment

Every applicant will receive a capacity assessment rating. While this is not a part of the 100-point coring scale, the rating is taken into consideration with the application's total score at the time funding decisions are made.

Has the applicant organization been established more than three years?: **Yes**

Has the applicant managed state or federal grant funds in the last four years?: **Yes**

Have any of the funds been revoked, rescinded, or withheld due to grantee performance?: **No**

Has the applicant had any financial audit findings within the past 5 years?: **No**

Explain any financial audit findings within the past 5 years? (3,000-Character Limit):

□

Does the applicant have written policies and procedures in place for the management and administration of grant funds?: **Yes**

Does the applicant have an experienced staff member or consultant to properly manage, comply with all requirements, and administer this grant?: **Yes**

Project Overview

Project Name (255-Character limit): **ABC Kansas Tourism Unfiltered**

Project Address	
Project Street:	123 Main Street
Project City:	Topeka
Project State:	Kansas
Project Zip Code:	66612
Project County:	Shawnee

Total Project Cost: **\$100,000.00**

The maximum amount applicant can request is \$10,000.

Requested Amount: **\$9,999.00**

Narrative

Question	Applicant Answers
Narrative Section	
Please describe the project clearly and concisely. Include, if applicable, distribution plans, sign or billboard locations, market research targets, quantity of promotions pieces to be distributed, and any other details relevant to the project. Include how this will attract our-of-state visitors. Supporting documentation can be attached towards the end of this application. (Required)	Kansas Unfiltered is a statewide tourism marketing campaign designed to attract out-of-state visitors by showcasing Kansas as an authentic Midwest road-trip destination. Through cinematic storytelling, targeted digital advertising, influencer partnerships, QR-powered visitor engagement, and an AI trip-planning platform, the campaign will highlight Kansas’ scenic landscapes, small towns, outdoor recreation, local dining, agritourism, and hidden gems. The campaign will produce 30–50 short-form tourism videos, distribute promotional materials statewide, and target travelers in key regional markets including Kansas City, Denver, Dallas/Fort Worth, Oklahoma City, Omaha, St. Louis, and Chicago. Visitors will be connected to personalized itineraries, interactive maps, attractions, lodging, and events through a statewide QR tourism network. Over a 12-month campaign period, Kansas Unfiltered aims to generate more than 5 million digital impressions, 75,000 website visits, and 15,000 QR interactions while increasing overnight

	stays, visitor spending, and tourism awareness across Kansas communities.
Have you ever received a Kansas Tourism Marketing Grant? (Required)	No
Is this a First-time Marketing Effort or Marketing for a new project? (Required)	Yes
Are you applying for a Multi-Regional or Multi-Community Project? (Required)	No
Project Budget (Discuss the project budget. What are the major expenses of the project? What sources of funds are contributing to the project? What in-kind services have already been pledged? Please include project bids and estimates that justify the scope and cost of the project. Why is grant being pursued?) (Required)	The total budget for the Kansas Unfiltered tourism marketing campaign is \$100,000, supported through organizational investment, private partnerships, in-kind contributions, and a requested \$9,999 Kansas Tourism Marketing Grant. Funding will support professional video production, digital advertising, influencer partnerships, an AI-powered trip-planning platform, QR tourism activations, website development, and campaign analytics. The project will produce 30–50 tourism videos, deploy a statewide QR visitor engagement network, and promote Kansas destinations to out-of-state travelers through targeted digital marketing. Major project expenses include: *Professional video production and editing: \$28,000 *AI-powered itinerary platform and website development: \$18,000 *Digital advertising and media placement: \$22,000 *Influencer and content creator partnerships: \$10,000 *Photography and drone content collection: \$6,500 *QR tourism activation materials: \$4,500 *Website landing pages and tourism content development: \$5,000 *Analytics, reporting, and campaign optimization:

	\$3,000 *Project management and coordination: \$3,000 Funding sources contributing to the project include organizational marketing funds, private sponsorship support, tourism partner contributions, and in-kind services pledged by participating businesses and regional partners. In-kind contributions already pledged include: *Lodging accommodations for creators and production teams *Attraction admissions and hosted tourism experiences *Volunteer support during content production *Local business participation and promotional collaboration *Venue access and filming permissions *Cross-promotional marketing support from tourism partners *Volunteer time for campaign management and visitor outreach Grant funding is being pursued because tourism marketing has become increasingly competitive and digitally driven, requiring destinations to invest in advanced storytelling, social media engagement, and highly targeted advertising to successfully attract visitors. The grant will help leverage local investment into a larger statewide tourism impact while allowing the project to scale beyond what existing organizational resources could support independently.
Leveraged Funding (Match should be 60% of total project cost. List separately – sources that will be funding project and amount. In-kind contributions may be 30% of total project cost. List separately – organization, contact name and info, (Attach letter from businesses and organization detailing the method used to value the labor or goods)) (Required)	The project is supported through a combination of organizational investment, private-sector partnerships, in-kind contributions, and tourism collaborations. \$10,000 will be in-kind contributions for lodgings and attraction entrance for travel influencer, along with design donation for travel brochures and volunteers to post social media.

What other funding sources have you applied for or considered to support the grant project? (Required)	None
Please list all financial assistance and amounts requested or received related to this project from Kansas Tourism, Kansas Department of Commerce or any other state agency. (Required)	N/A
Will you be able to complete this project if we are unable to fund your request? (Required)	Yes, but we will have to scale back a bit.
Project Timeline (Detail each activity related to the project with the date the activity will be completed. Please include, if applicable, any proposed media placement and schedules, event or trade show dates, and any other relevant dates to the project. You may provide documentation later in the application.) (Required)	Project Timeline July 2026 – Planning & Development Finalize branding, messaging, partnerships, creative assets, and market research. August–September 2026 – Content Production Produce tourism videos, photography, digital ads, promotional materials, and launch the AI itinerary platform. October 2026 – QR Tourism Activation Distribute promotional materials, install QR signage statewide, and launch interactive maps and itineraries. November 2026–August 2027 – Marketing Campaign Launch digital advertising, influencer partnerships, seasonal tourism promotions, and event-based marketing. September 2027 – Reporting & Evaluation Analyze campaign performance and complete final reporting.
What do you expect the economic benefit will be to your community, region and state as a result of this marketing activity? You may provide	The “Kansas Unfiltered” campaign is expected to generate measurable economic benefits for Topeka,

documentation later in the application. (Required)	surrounding regional communities, and the State of Kansas by increasing overnight visitation, tourism spending, attraction attendance, restaurant traffic, retail activity, and statewide destination awareness among targeted out-of-state travelers. For Topeka specifically, the campaign will help position the city as a gateway destination for history, culture, family travel, and regional road trips. Regionally, the campaign is designed to encourage multi-community travel itineraries that disperse visitor spending across Kansas communities. At the statewide level, the campaign is expected to strengthen Kansas’ competitiveness as a regional drive-market tourism destination while supporting broader economic development goals tied to tourism growth. Increased exposure through digital advertising, creator content, and AI-powered itinerary recommendations is expected to drive additional hotel stays, restaurant visits, attraction admissions, and local spending by visitors traveling from key feeder markets such as Kansas City, Omaha, Dallas/Fort Worth, Denver, St. Louis, and Chicago. Tourism assets including museums, historic districts, local restaurants, events, and nearby outdoor recreation opportunities will benefit from expanded regional visibility and increased visitor engagement.
What is the anticipated increase in overnight stays as a result of this marketing activity? You may provide documentation later in the application. (Required)	The “Kansas Unfiltered” campaign is projected to generate a measurable increase in overnight stays across Topeka and Kansas communities by targeting out-of-state travelers with high-conversion digital tourism marketing focused on weekend getaways, road trips, outdoor recreation, cultural attractions, and multi-day travel itineraries. Based on projected campaign reach, regional drive-market targeting, comparable Midwest tourism conversion benchmarks, and anticipated

	engagement levels, the project estimates: Approximately 2,500–4,000 incremental overnight visitor trips statewide during the primary campaign period An estimated 6,000–10,000 additional hotel room nights generated across participating Kansas destinations Increased weekend occupancy rates in partner lodging properties, particularly during spring, summer, and fall travel seasons Higher multi-night visitation through AI-generated itinerary recommendations encouraging travelers to visit multiple Kansas communities during a single trip.
Other than an increase in overnight stays, what other ways will you measure return on investment for this project? You may provide documentation later in the application. (Required)	In addition to tracking overnight stays, the Kansas Unfiltered campaign will measure ROI through digital engagement, visitor activity, and tourism-related economic indicators. Key metrics include digital impressions, video views, website traffic, QR code interactions, itinerary downloads, social media engagement, influencer performance, and referral traffic to tourism partners. The campaign is projected to generate more than 5 million impressions, 1 million video views, 75,000 website visits, and 15,000 QR interactions. Additional indicators such as attraction attendance, lodging occupancy, restaurant traffic, event participation, and tourism-related spending will help evaluate the campaign’s broader economic impact. These analytics will provide measurable data on both immediate tourism growth and long-term destination awareness for Kansas.
Please provide a copy of your organization’s annual marketing plan for the prior and current year. You may enter “provided in documentation	Please see attached documentation

section” and provide the documentation later in the application. (Required)	
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Budget

Detailed Description of Budget

1. Grant Funds – These are the funds you are requesting from the state.
2. Cash Match – These are cash expenses that are expended from funds earned or raised by your organization.
3. In-Kind – This is the value of donated goods and services that are contributed to your organization.

Analysis of Total Estimated Costs	Estimated Cost	Percent of Total
Consultant Service or Agency	\$50,000.00	50
Contracted Contracts	\$45,500.00	45.5
Equipment, Supplies and Materials	\$4,500.00	4.5
Installation	\$0.00	0
Printing Costs	\$0.00	0
Other Direct Costs	\$0.00	0
Total	\$100,000.00	
Kansas Tourism Share	\$9,999.00	
Match	\$90,001.00	

Match Source

Table’s Total:

Type	Source	Amount
Cash Match 1	Checking & Savings	\$80,001.00
Cash Match 2		
Cash Match 3		
In-Kind Match 1	Lodging & Food for Influencers	\$4,800.00
In-Kind Match 2	Promotional Collaboration	\$3,800.00
In-Kind Match 3	Volunteers time	\$1,400.00
	Total Match	\$90,001.00

Economic Impact

Detailed Description of Economic Impact (per year)

Economic Impact	Amount/Text
Visitor Spending	\$100,000.00
Sales Tax Generation	\$75,000.00
Transient Guest Tax Generation	\$50,000.00
Job Creation or Retention	1 job retained
Other	

Justification:

These estimates came from collaborated research and data from county officials and regional tourism manager.

Assurances

Under perjury of law, I/organizational representative attest that the applicant has not been party to a lawsuit involving a state or federal Agency involving a dispute relating to any state and/or federal grants managed by the applicant; the applicant has not filed for bankruptcy in the last ten years; the applicant has not been delinquent on any federal or state debt, including unpaid taxes; the applicant does not have any officers that have been convicted of a felony financial crime in the last ten years.

The Kansas Department of Commerce requires that applicants are in good standing with the Kansas Secretary of State, Kansas Department of Revenue, and the Kansas Department of Commerce. By checking this box, you understand that you may be required to provide additional documentation.

By checking this box, you understand that only one application may be awarded per community.

I Agree: **Agreed**

Request for Taxpayer Identification Number and Certification

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the
requester. Do not
send to the IRS.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. ABC Tourism	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. ☒ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate ☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. ☐ Other (see instructions) ► _____	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ (Applies to accounts maintained outside the U.S.)	
	5 Address (number, street, and apt. or suite no.) See instructions. 123 Main Street	Requester's name and address (optional)
	6 City, state, and ZIP code Topeka, KS 66612	
	7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
			-						
or									
Employer identification number									
1	2	-	3	4	5	6	7	8	9

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ► *Jane Doe*

Dated within past 12 months

Date ► *6/20/2026*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Policy Regarding Sexual Harassment

WHEREAS, sexual harassment and retaliation for sexual harassment claims are unacceptable forms of discrimination that must not be tolerated in the workplace; and

WHEREAS, state and federal employment discrimination laws prohibit sexual harassment and retaliation in the workplace; and

WHEREAS, officers and employees of the State of Kansas are entitled to working conditions that are free from sexual harassment, discrimination, and retaliation; and

WHEREAS, the Governor and all officers and employees of the State of Kansas should seek to foster a culture that does not tolerate sexual harassment, retaliation, and unlawful discrimination.

NOW THEREFORE, pursuant to the authority vested in me as Governor of the State of Kansas, I hereby order as follows:

1. All Executive Branch department and agency heads shall have available, and shall regularly review and update at least every three years or more frequently as necessary, their sexual harassment, discrimination, and retaliation policies. Such policies shall include components for confidentiality and anonymous reporting, applicability to intern positions, and training policies.
2. All Executive Branch department and agency heads shall ensure that their employees, interns, and contractors have been notified of the state's policy against sexual harassment, discrimination, or retaliation, and shall further ensure that such persons are aware of the procedures for submitting a complaint of sexual harassment, discrimination, or retaliation, including an anonymous complaint.
3. Executive Branch departments and agencies shall annually require training seminars regarding the policy against sexual harassment, discrimination, or retaliation. All employees shall complete their initial training session pursuant to this order by the end of the current fiscal year.
4. Within ninety (90) days of this order, all Executive Branch employees, interns, and contractors under the jurisdiction of the Office of the Governor shall be provided a written copy of the policy against sexual harassment, discrimination, and retaliation, and they shall execute a document agreeing and acknowledging that they are aware of and will comply with the policy against sexual harassment, discrimination, and retaliation.
5. Matters involving any elected official, department or agency head, or any appointee of the Governor may be investigated by independent legal counsel.
6. The Office of the Governor will require annual mandatory training seminars for all staff, employees, and interns in the office regarding the policy against sexual harassment, discrimination, and retaliation, and shall maintain a record of attendance.

7. Allegations of sexual harassment, discrimination, or retaliation within the Office of the Governor will be investigated promptly, and violations of law or policy shall constitute grounds for disciplinary action, including dismissal.
8. This Order is intended to supplement existing laws and regulations concerning sexual harassment and discrimination, and shall not be interpreted to in any way diminish such laws and regulations. The Order provides conduct requirements for covered persons, and is not intended to create any new right or benefit enforceable against the State of Kansas.
9. Persons seeking to report violations of this Order, or guidance regarding the application or interpretation of this Order, may contact the Office of the Governor regarding such matters.

Agreement to Comply with the Policy Against Sexual Harassment, Discrimination, and Retaliation.

I hereby acknowledge that I have received a copy of the State of Kansas Policy Against Sexual Harassment, Discrimination, and Retaliation established by Executive Order 18-04 and agree to comply with the provisions of this policy.

Dated within past 12 months

Jane Doe 6/20/26

Signature and Date

Jane Doe

Printed Name

**CERTIFICATION OF COMPANY NOT CURRENTLY ENGAGED IN
THE PROCUREMENT OR OBTAINMENT OF CERTAIN EQUIPMENT, SERVICES, OR SYSTEMS**

WHEREAS, pursuant to Public Law 115-232, Section 889 of the John S. McCain National Defense Authorization Act of 2019, “covered telecommunications equipment or services” is defined as:

- (1) Telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).
- (2) Video surveillance and telecommunications equipment produced by Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, and Dahua Technology Company (or any subsidiary or affiliate of such entities).
- (3) Telecommunications or video surveillance services provided by such entities or using such equipment.
- (4) Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, in consultation with the Director of the National Intelligence or the Director of the Federal Bureau of Investigation, reasonably believes to be an entity owned or controlled by, or otherwise connected to, the government of a covered foreign country.

WHEREAS, a “covered foreign country” means any of the following: (1) The People’s Republic of China, (2) The Russian Federation, or (3) any country that is a state sponsor of terrorism¹.

WHEREAS, foreign adversaries are increasingly creating and exploiting vulnerabilities in covered telecommunications equipment which store and communicate vast amounts of sensitive information and support infrastructure and emergency services, in order to commit malicious cyber-enabled actions;

WHEREAS, the unrestricted acquisition or use in the State of Kansas of covered telecommunications equipment designed, developed, manufactured, or supplied by persons owned by, controlled by, or subject to the jurisdiction or direction of foreign adversaries augments the ability of foreign adversaries to create and exploit vulnerabilities in technological equipment, services, or systems; and

WHEREAS, the State of Kansas has an interest in protecting itself against threats related to foreign adversary’s exploitation of vulnerabilities in covered telecommunications equipment.

THEREFORE, Contractor certifies that it shall not provide or procure to the State of Kansas or any agency thereof any covered telecommunications equipment either in whole or in part of any product or during the commission of any service.

FURTHERMORE, and notwithstanding any other contracts or agreements with Contractor, if Contractor has violated, misrepresented, or otherwise fails to comply with this certification document as determined by the State, the State may terminate any contract without penalty with Contractor immediately.

¹ Designations of a “state sponsor of terrorism” may be found at the U.S. Department of State website. <https://www.state.gov/state-sponsors-of-terrorism/#:~:text=Currently%20there%20are%20four%20countries,%2C%20Iran%2C%20and%20Syria.&text=For%20more%20details%20about%20State,in%20Country%20Reports%20on%20Terrorism>.

By signing the below, Contractor acknowledges and agrees to comply with the provisions of this policy.

CONTRACTOR

Jane Doe, Owner

Signature, Title

Dated within past 12 months
6/20/26

Date

The business name or identification number on file with the Secretary of State.

☒ By business name ☐ By Kansas Secretary of State Business ID ☐ By current resident agent

ABC Tourism

☒ Contains ☐ Starts With

Search

Return To Search Results

General Information

View Documents

Business ID 1234567 [Purchase Certified Copies](#)

Business Name ABC TOURISM

Type Domestic Limited Liability Company

Formation Date 05/25/2022

Jurisdiction Kansas

Status Active and in Good Standing

Should be Active and in Good Standing

[Purchase Certificate of Good Standing](#)

Principal Office

Address 123 Main Street [Update Online](#)
City, State Zip Topeka, KS 66612

Country United States of America

Resident Agent Name Babette Dixon

Registered Office

Address 123 Main Street
City, State Zip Topeka, KS 66612

Last Reporting Year 2026

Next Report Due Date 04/15/2028

Forfeiture Date 07/15/2028

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Laura Kelly, Governor
Mark A. Burghart, Secretary
www.ksrevenue.gov

CERTIFICATE OF TAX CLEARANCE

ABC TOURISM

ISSUE DATE
06/01/2026

TRANSACTION ID
AB1C-D2E4-FGHI

CONFIRMATION NUMBER
J5KK-L6MN-OPQR

Tax Cleanance Certificates have a short valid period.
Make sure date is valid through application submission.

TAX CLEARANCE VALID THROUGH 09/03/2026

Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199

SERVICE QUOTE

Quote Number: QT-2026-001

Quote Date: July 15, 2026

Valid Through: August 15, 2026

Prepared By

Prairie Sky Creative Media, LLC (*Fictional Example*)

1250 Flint Hills Drive, Suite 200

Topeka, KS 66612

Phone: (555) 555-0147

Email: billing@prairieskycreative.example

Prepared For

Kansas Unfiltered Tourism Initiative

Statewide Tourism Marketing Program

915 SW Harrison Street

Topeka, KS 66612

Project Overview

Prairie Sky Creative Media, LLC is pleased to provide this quote for tourism marketing, video production, and digital advertising services supporting the Kansas Unfiltered Tourism Campaign. The project is designed to increase destination awareness, visitation, overnight stays, and tourism spending through strategic content creation and regional advertising initiatives.

Scope of Services

Professional Video Production & Editing

Services include:

- Statewide tourism video production
- Drone videography
- Professional destination photography
- Creative concept development and scripting
- Creator and production travel expenses
- Video editing and post-production
- Motion graphics and title animations
- Music and content licensing
- Production of 30–50 short-form tourism videos
- Formatting and optimization for TikTok, Instagram Reels, YouTube Shorts, Connected TV, and tourism marketing campaigns

Investment: \$28,000.00

Digital Advertising & Media Placement

Services include:

- Strategic media planning and audience targeting
- Out-of-state tourism advertising campaigns

- Meta (Facebook and Instagram) advertising
- Google Performance Max campaigns
- YouTube video advertising
- TikTok advertising
- Connected TV advertising placements
- Regional travel and tourism website placements
- Campaign optimization, monitoring, and performance reporting
- Audience targeting within Kansas City, Denver, Oklahoma City, Dallas/Fort Worth, Omaha, St. Louis, and Chicago markets

Investment: \$22,000.00

Investment Summary

Service Description	Amount
Professional Video Production & Editing	\$28,000.00
Digital Advertising & Media Placement	\$22,000.00
Total Project Investment	\$50,000.00

Project Timeline

July 2026: Planning & Creative Development

August–September 2026: Content Production & Asset Development

October 2026: QR Tourism Activation & Partner Distribution

November 2026 – August 2027: Digital Advertising Campaign Launch & Optimization

November 2026 – August 2027: Influencer & Tourism Creator Campaign

March – August 2027: Tourism Promotion & Event Integration

September 2027: Campaign Analytics & Final Reporting

Terms & Conditions

- Quote valid for 30 days from issue date.
 - Production schedule subject to weather, location access, and partner availability.
 - Media placement costs are included within the advertising budget outlined above.
 - Travel within Kansas is included.
 - Additional services outside the approved scope may require a separate quote.
 - Final deliverables will be provided digitally upon completion.
-

Acceptance

To authorize this project, please sign below:

Client Representative: _____

Signature: _____

Date: _____

Thank you for the opportunity to support the Kansas Unfiltered Tourism Campaign. We look forward to helping showcase Kansas as an authentic, road-trip-ready destination for regional travelers.

ABC Kansas Tourism

Kansas Unfiltered Marketing Plan

(July 2026 – August 2027)



Overview

Kansas Unfiltered is a statewide tourism campaign designed to increase awareness, visitation, overnight stays, and tourism spending by showcasing Kansas as an authentic, affordable, and unexpected Midwest destination.

Goals

- 5M+ digital impressions
- 1M+ video views
- 75,000 website visits
- 15,000 QR code interactions
- Increased overnight visitation and tourism spending

Timelines

- Phase 1: Planning & Development (July 2026)
 - Finalize branding, messaging, partnerships, creative assets, and media strategy.
- Phase 2: Content Production (August–September 2026)
 - Produce destination-focused videos, photography, social content, and promotional materials showcasing Kansas attractions and experiences.
- Phase 3: QR Tourism Activation (October 2026)
 - Launch a statewide QR network connecting visitors to maps, itineraries, events, lodging, and trip-planning resources.
- Phase 4: Marketing Campaign (November 2026 – August 2027)
 - Execute digital advertising, influencer partnerships, and seasonal promotions across Meta, Google, YouTube, Connected TV, and TikTok.

Key Strategies

- Destination storytelling and short-form video
- Digital advertising and audience targeting
- QR-powered visitor engagement
- Influencer partnerships
- Seasonal tourism promotions
- Event and festival marketing

Target Markets

- Kansas City, Denver, Oklahoma City, Dallas/Fort Worth, Omaha, St. Louis, and Chicago.

Target Audiences

- Weekend travelers, outdoor enthusiasts, families, cultural travelers, agritourism visitors, and event attendees.