



Event Name:

Amount Requested:

Date(s) of Event:

Submitted by:

# MOBILE COUNTY MARKETING FUND APPLICATION REQUEST



Please select one of the following entities to file your request (1-3 below). Applications must be submitted **60 days** prior to event. Include this checklist with your submission and include ALL requested information. Failure to include the necessary requirements will result in your application being returned.

**1.  Checklist for For-Profit Events/Community Organizations/Non-profit entities/Sporting Events**

- 1. Charter, Articles of Incorporation, By-Laws, Proof of Current Status, i.e., Annual Report on file with the Secretary of State.
- 2. List of current officers and board members, indicating terms, etc. What company do the current officers/board members work for and occupation.
- 3. Copy of financial statement for the most recently completed fiscal year.
- 4. List of sponsors with financial and in-kind sponsorship listed.
- 5. Event Marketing Plan. Submit a complete schedule of marketing initiatives.
- 6. Event Budget. Submit a copy of the Event Budget for the previous 2 years. If this is a first-time event, this requirement is waived.
- 7. Does this organization have any outstanding balances owed from previous events?  
Yes  No . If Yes, please include a balance sheet of outstanding balances.
- 8. Does this organization have any pending litigation? Yes  No . If yes, please give a detailed synopsis.

**2.  Checklist for Government Entities**

- 1. Letter from the chief elected official stating Government Agency's approval/knowledge of application.
- 2. List of current officers and board members, indicating terms, etc. What company do the current officers/board members work for and occupation.
- 3. Copy of financial statement for the most recently completed fiscal year.
- 4. List of sponsors with financial and in-kind sponsorship listed.
- 5. Event Marketing Plan. Submit a complete schedule of marketing initiatives.
- 6. Event Budget. Submit a copy of the Event Budget for the previous 2 years. If this is a first-time event, this requirement is waived.
- 7. Does this organization have any outstanding balances owed from previous events?  
Yes  No . If Yes, please include a balance sheet of outstanding balances.
- 8. Does this organization have any pending litigation? Yes  No . If yes, please give a detailed synopsis.

**3.  Checklist for Convention Groups:**

- 1. Hotel Information
- 2. Meeting space requirements
- 3. Convention History
- 4. Competition

## **FUNDS CANNOT BE USED FOR:**

1. Annual operating expenditures of the organization.
2. Salaries of full-time staff or supplements for salaries of existing staff; employment of personnel not directly related to the event.
3. Real property.
4. Capital improvements, including but not limited to new construction, renovation, restoration and installation or replacement of fixtures.
5. Tangible personal property, including but not limited to office furnishings or equipment, permanent collections or individual pieces of art.
6. Interest or reduction of deficits or loans. Expenses incurred or obligated prior to or after funding period.
7. Making payments or reimbursements for goods or services purchased for previous or other events.

## **FUNDING APPLICATION**

Directions for filing:

- Applicants are required to submit an electronic copy of the completed Application Packet and email to Cheryl Smith at Visit Mobile, [csmith@mobile.org](mailto:csmith@mobile.org) for consideration followed by recommendation from the Mobile County Marketing Fund.
- The Application Packet shall consist of all the items listed under the checklist for your selected entity.
- Applications must be submitted at least **sixty (60) days prior** to the event to be considered for approval of fund disbursement. Please read the application thoroughly before completing. Incomplete applications will be returned.

## **FUNDING GUIDELINES**

- For approved funding, the applicant is required sign a Letter of Agreement, complete a Form W-9 Request for Taxpayer Identification and Certification, and submit an invoice for the amount awarded.
- Please note that 75% of the funds will be disbursed prior to the scheduled event. After the event, the remaining 25% of the funds will be disbursed contingent upon the completion of the Mandatory Recap Form. Special exceptions may be considered by the committee.
- Should the funds get disbursed and the event is cancelled, applicant must return all funds to the Mobile County Marketing Fund account. Special situations may apply. **The Committee will reserve the right to withhold the remaining 25% of funds based upon the room night pickup expectation. If the numbers are less than stated in their application, a lower amount may be awarded.**
- The applicant has up to 60 days after the event to submit a Mandatory Recap Form to collect the remaining 25%. If funds are not collected by that time, funds will be forfeited and returned to the Marketing Fund account.
- **NOTE:** For all applicants awarded funds, it is mandatory to use the Mobile County Logo for any sponsorship items (programs, t-shirts, banners, posters etc.) that the county could be recognized for, as this money awarded is a County lodging tax. The Mobile County Logo will be emailed to you from the Committee Chair along with a requested invoice for processing your check. Mail or email invoice to Cheryl Smith at [csmith@mobile.org](mailto:csmith@mobile.org) or PO Box 204, Mobile, AL 36601. Phone: 251-208-2022.

# Mobile County Marketing Fund Request Application

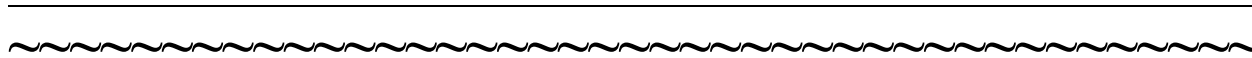
Name of Applicant Organization: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Number of Attendees: \_\_\_\_\_

Amount of Request: \_\_\_\_\_

Brief Description of Event: \_\_\_\_\_



**MARKETING:**

Attach Event Marketing Plan

List detailed information of marketing strategy not listed in the attached Marketing Plan.

1.
2.
3.

List any opportunities (posters, banners etc.) pre-determined to display the County logo during your conference/event:

1.
2.
3.

If the full amount of the request cannot be awarded, will you advertise/market outside of the Mobile area?  
 Yes  No .



**HOTEL INFORMATION:**

List all hotels to be used:

1.
2.
3.
4.
5.

Room Night Request/Pattern of Room Use (Number of rooms needed per night of event)

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
<b>Day/Date</b>						
<b># of Rooms</b>						

Is there a room block already established? Yes  No .

Total Hotel Rooms Used: \_\_\_\_\_ Total Hotel Revenue Generated: \_\_\_\_\_





**MARKETING FUND REQUEST**  
**MANDATORY RECAP FORM**  
**(POST EVENT FOLLOW-UP)**

- In order to receive your 25% balance of approved funding, all Applicants are **required** to submit an electronic copy of the completed Mandatory Recap Form (Post Event Follow-Up) within 60 days after the event. Email to Cheryl Smith at [csmith@mobile.org](mailto:csmith@mobile.org) with Visit Mobile. 251-208-2022. **The Committee will reserve the right to withhold the remaining 25% of funds based upon the room night pickup expectation. If the numbers are less than stated in their application, a lower amount may be awarded.**

Event Date: \_\_\_\_\_ Amount of Approved Funds: \_\_\_\_\_

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

Name of Event: \_\_\_\_\_

**HOTEL INFORMATION:**

List all Hotels used by attendees in **Mobile**.

1.
2.
3.
4.
5.

Room Night Pick-up/per night for hotels in **Mobile**:

Night 1	Night 2	Night 3	Night 4	Night 5	Night 6	Night 7

How Was Occupancy Determined? \_\_\_\_\_

How Was Event Attendance Determined? \_\_\_\_\_

**AWARD INFORMATION:** (Provide a complete breakdown of how the awarded funds were dispersed, including your final executed Marketing Plan.)      Attach executed Marketing Plan

**ADDITIONAL FUNDING SOURCES:** (Denote any additional source of funds - i.e., room rebate, etc.):

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ **REV 4-25**