2025 Visit Morgan County
Cooperative Marketing Grant Program

Visit Morgan County has developed a Cooperative Marketing Grant Program open to any tourism related business or event that advertises outside the county and meets the program criteria.

This effort will leverage the Morgan County marketing funds while assisting businesses and events in individual marketing efforts. Once funds for the program are exhausted, no additional funds will be available until the following year. Cooperative Marketing Grant requests are evaluated by the Visit Morgan County Board of Directors.

Cooperative Marketing Grant Criteria:

- Individual Morgan County tourism based businesses or events can apply for a 50/50 match/reimbursement toward **paid advertising** for markets outside of Morgan County.
- Participating businesses or events make the decision where to put marketing message(s), in what target or geographic markets, at what level, etc.
- The participating businesses or events must provide in their paid advertising space the following: **For more information about things to do in Morgan County, go to www.visitmorgancountyin.com.**
- The maximum cooperative match is $500 per qualifying business or event during the calendar year January – December.
- All requests for reimbursement must be received by **Dec. 1.**
- This program is not guaranteed to continue year after year and is dependent on the amount of budgeted innkeepers tax collections for the year.
- Cooperative Marketing Grant funds are awarded on a per project basis. For each campaign, a new form must be submitted along with a sample of the advertisement, invoice and proof that the invoice has been paid in full.
- The Cooperative Marketing Grant program may only be used for the printing of brochures or rack cards if at least 50% of those pieces are distributed outside of Morgan County. Please provide a detailed description of how and where these pieces will be distributed.

Marketing efforts that do **NOT** qualify for this program include:

- Local radio advertising
- Printed pieces, with the exception of brochures or rack cards as outlined above
- Local newspapers in Morgan and surrounding counties
- Local Signage

Visit Morgan County
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Business/Organization: _____
(check payable to)

Contact Person: _____

Address: _____

Phone: _____ E-mail: _____

Website Address: _____

Description of your business or event: _____

_____

Scope & Purpose of this campaign: _____

_____

Target Market(s): _____

Where will you be advertising? _____

Timeline (when will ads run): _____

Amount to be spent (total): _____

Signature: _____ Date: _____

If you are unclear whether any marketing effort you are considering purchasing qualifies for the program, please contact Tosha Daugherty at 765-346-5611 or visitmorganco@gmail.com.

Reporting and Reimbursement

The Visit Morgan County Cooperative Marketing Grant Program funds will be distributed on a reimbursement basis only. Reimbursements of up to 50% of the cost of your advertising will be made within thirty days after receipt of:

1) Copies of invoices,
2) Copies of check(s) or credit card receipts used for payment,
3) Copy of advertising proof or actual printed publication.

Send this Co-op Marketing Grant Application and all supportive materials to:
Tosha Daugherty, Visit Morgan County, 466 S. Main Street, Martinsville, IN 46151