



---

**Shreveport-Bossier Attractions Association**  
Social Media Advertising Application – 2019

The Shreveport-Bossier Attractions Association, in conjunction with the Shreveport-Bossier Convention and Tourist Bureau, is providing Social Media Advertising Grants exclusively to SBAA members. The grant can be used for social media advertising campaigns promoting a single event or attraction. Four \$250 grants will be awarded.

Please complete the application below and provide the requested documentation. Only applicants with current marketing plans will be considered. The **deadline** for the 2019 grant is **April 15, 2019**. The award recipient will be announced in April 2019.

Is this attraction a member of the SBAA? Yes \_\_\_ No \_\_\_

Name of Attraction: \_\_\_\_\_

Applicant: \_\_\_\_\_

Title or Position at Attraction: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Phone (Work): \_\_\_\_\_

Email: \_\_\_\_\_

List the most recent SBAA education seminars you have attended:

\_\_\_\_\_

List the most recent Hospitality Breakfast you have attended:

\_\_\_\_\_

Are you an active member of the Shreveport-Bossier Attractions Association? Yes or No

Is the attraction and/or events listed on [www.SBFunGuide.com](http://www.SBFunGuide.com)? Yes or No

\*\*\*\*\*All events must be listed in the Shreveport-Bossier Fun Guide in order to be eligible for the grant.

I have read and understand all guidelines for the Social Media Grant.

Authorizing Official (Print name and title) \_\_\_\_\_

Authorizing Official Signature and Date \_\_\_\_\_





## Grant Checklist

- Complete signed application
- W-9 form
- Current strategic marketing plan – Example provided in Appendix 1
- Budget for use of funds and/or proof of cost estimate– Example provided in Appendix 2
  - Cost estimate can be screenshot of social media advertisement set up or review.
- Proof of event listed on [www.SBFunGuide.com](http://www.SBFunGuide.com)

Please send grant materials to Aly Velasquez, marketing associate, at [avelasquez@sbctb.org](mailto:avelasquez@sbctb.org) or fax to 318-222-0056. All applications must be complete. The grant must be spent and reimbursement requested by December 31, 2019. For reimbursement, the following must be submitted to the Tourist Bureau:

- Receipts dated 2019
- Final narrative report with results and outcomes
- W-9 form

Deadline to apply for the Sustainability Grant is **April 15, 2019**.

# Strategic Marketing Plan

*INSERT YOUR LOGO*

*Date Prepared*

# Strategic Marketing Plan

**Attraction Name** \_\_\_\_\_

Provide the URLs for the following pages where the attraction has presence:

Website \_\_\_\_\_  
Facebook \_\_\_\_\_ Twitter \_\_\_\_\_  
Instagram \_\_\_\_\_ YouTube \_\_\_\_\_  
Blog \_\_\_\_\_ Flickr \_\_\_\_\_  
Pinterest \_\_\_\_\_ TripAdvisor \_\_\_\_\_

## Mission Statement

Provide a written declaration of the attraction's core purpose and focus.

---

---

---

## Market Demographics

Attendees – Provide a brief description of the number of persons who attend the event. (If open year round, break down number of persons by month).

---

---

---

Marketing Region – Provide a brief description of where the target audience lives and be specific. What percentage of attendees are local residents? What percentage of attendees travel from a 60-mile or more radius?

---

---

---

Demographics – Provide a brief description of the age range, gender, and/or lifestyle targets of the attendees. (Ex. 60 percent of attendees are female between the age of 25-45 and have young children.)

---

---

---

**Strategy**

Goals - Provide specific and measurable goals. (Goals can focus on attendance, exposure to audience, number of vendors, sponsorships, etc.)

---

---

---

---

Strategy - Describe how the attraction plans to accomplish the goals.

---

---

---

---

---

---

Internal Assets – Provide a list of current internal assets, partners, materials, etc. that will be utilized to meet the goals. (Ex. My in-house graphic designer creates all of our advertisements and my PR manager will write and distribute news releases and hold a press conference.)

---

---

---

---

External Assets – Provide a list of current external assets that will be utilized to meet the goals. (Ex. Billboard, Television, Radio, Magazine, Newspaper, Google, Yahoo, Promotional Products, Flyers/Rackcards/Postcards, Social Media, SBFunGuide.com, Community Calendars, Emails, Websites, Press Release/News Story.)

---

---

---

---

Marketing/Advertising Plan

Specify the dates that your campaign will run (Ex. September-December 2019):

---

Advertising Type	Number of People Reached	Run Date(s)	Area Reached	Price (include in-kind)
Ex. Magazine	20,000	March/April	East Texas	\$2,000
				<b>Total</b>

\*Please contact advertising representatives to get the information needed to complete the marketing/advertising plan. Incomplete or inaccurate information could result in the grant application being denied.



## Budget

Provide a detailed budget for this current year that includes marketing expenses. This must be filled out completely.

### Income

Income Type	Amount
Grant	
Admissions	
Sponsorship	
Souvenir Sales	
Membership	
Other	
Total Income	

### Expenses

Expense Type	Amount
Salaries	
Rent	
Utilities	
Entertainment	
Equipment Rental	
Marketing/Advertising	
Printed Collateral	
Office Supplies	
Insurance	
Miscellaneous Expenses	
Total Expense	