



Shreveport-Bossier Attractions Association
Social Media Advertising Application – 2022

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 an attraction or single event scheduled to take place between January 1, 2022 to December 31, 2022. **EIGHT \$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 2022 grants is **August 23, 2022**. The award recipient will be announced in **September, 2022**.

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? 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 attraction– 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

Please send grant materials to Charlie Rice at crice@sbctb.org

222-All applications must be complete. The grant must be spent and reimbursement requested by December 31, 2022. For reimbursement, the following must be submitted to the Tourist Bureau:

- Receipts dated 2022
- Final narrative report with results and outcomes
- W-9 form

Deadline to apply for the Social Media Grant is August 23, 2022

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.)

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 Income	