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**2020**

**Special Event Grant Application**

Since 2008 Visit Bloomington has distributed more than $370,000 to 50+ organizations through its special event grant program. The mission of the program is to assist events in creating positive economic impact, growth, and publicity of Monroe County as a tourism destination by providing funding for event marketing.

Visit Bloomington will accept completed applications for its 2020 grant cycle Monday, April 1, 2019 until 5:00 pm Monday, July 1, 2019. Approximately $50,000 in funding is available and only applications received before 5:00 pm on Monday, July 1, 2019 will be eligible for consideration. Late applications will not be accepted. Please read the grant guidelines document before beginning your application.

Applications must be emailed in either Microsoft Word or Adobe PDF format to Erin White: [erin@visitbloomington.com](mailto:erin@visitbloomington.com).

**General Information**

Name of event: *List here*

Organization name: *List here*

Organization address: *List here*

Organization or event website: *List here*

Project manager: *List here*

Project manager email: *List here*

Project manager phone: *List here*

Location(s) of event: *List here*

Description of event: *Describe here; (100 words maximum)*

Grant request amount*: List amount here; ($5,000 maximum)*

Event type:

*Emerging: Event has been in existence for 5 or less years*

*Established: Event has been in existence for 6 or more years*

*Emerging*  *Established*

Prior Grant Awards from Visit Bloomington

*Maximum three points; three points for events that have never won a grant, two points for events that have won a grant 1-3 times, one point for events that have won a grant 4-6 times, no points for events that have won more than 6 times.*

*List previous grant award years here*

Not for Profit Organization

*Maximum one point.*

*Yes*  *No*

**Event Information**

Event Dates

*Maximum three points; evaluated on when event occurs during the calendar week and/or during non-peak times of the year.*

*Start date* *End date*

Estimated Attendance

*Maximum five points; five points: over 5,000 attendees, four points: 3,000-5,000 attendees, three points: 1,500-3,000 attendees, two points: 500-1,500 attendees, one point: up to 500 attendees.*

*List estimated attendance here*

Target Audience and Markets

*(Demographic and geographic markets with supporting data or info on how applicants chose these markets)*

*Maximum five points; evaluated on viability and supporting data provided. (100 words maximum.)*

*Describe target audience and markets here*

**MARKETING Information**

Marketing Budget

*(Total event marketing budget, not including Visit Bloomington grant request)*

*List total marketing budget here*

Advertising Plan

*(List grant funded advertising requests, including outlet, advertising dates, ad size(s), ad frequency, and costs)*

*Maximum ten points; evaluated on how these outlets connect with target audience, the reach of the outlets, and the potential to attract overnight visitors. (500 words maximum. Do not include photos.)*

*Describe advertising plan here*

Marketing Services

*(List website development, graphic design, and/or photography/videography requests, not to exceed 30% of total grant request.)*

*Not a scored component. If applicant is not requesting grant funds for these purposes, leave blank.*

*Describe marketing services requests here*

Other Grant Funded Requests

*(Facility rental and/or artist/performer fees, not to exceed 30% of total grant request.* ***Eligible for emerging events only.****)*

*Not a scored component. If applicant is not requesting grant funds for these purposes, leave blank.*

*Describe other requests here*

Partnerships

*(Hotel, restaurant, event, or attraction that help create a well-rounded experience for visitors)*

*Maximum three points; evaluated on established partnership(s) that will assist in creating a full, multi-day experience for attendees.*

*Visit Bloomington reserves the right to contact partners for verification.*