

# 2018 Co-Op Advertising Program



## Application Highlights:

- **Designed to enhance marketing efforts with award amounts up to \$3,000 in 50% matching funds**
  - **Activities with a local focus:** May be approved for up to \$1,000 *i.e., at least \$2,000 must be spent to receive \$1,000.*
  - **Activities with a regional or larger focus:** May be approved for up to \$3,000 in 50% matching funds, *i.e. at least \$6,000 must be spent to receive \$3,000.*

## Application Timeline:

- **Submit Application** – At least 60 days prior to the start of the activity
- **Notice of Approval** – Within 15 days after receipt of the Application
- **Submit Request for Reimbursement** – At least 60 days after the completion of the activity
- **Reimbursement processed** – Within 30 days after receipt of the Request for Reimbursement

## Application Checklist:

- Fill out application & budget worksheet** – Complete all sections of the application. Attach extra sheets, if necessary. *We understand this is your projected budget, and may change during the course of event planning. Just give us your best estimate.*
- Call the CVB or set up a meeting if you have any questions** – We can go over any questions you may have about the grant application, and can outline additional support the CVB can offer you.
- Submit application** – Submit at least 60 days before the start of your event. You will be notified within 15 days if your program has been approved.
- Submit your event to the Visit Findlay Calendar** – Go to [VisitFindlay.com/Events](http://VisitFindlay.com/Events) to fill out the form.
- Keep copies of receipts and promotional pieces for items covered by grant funding** – They must be attached to the Reimbursement Request for payment.
- Submit reimbursement request** – Submit no more than 60 days after the conclusion of the event or program. Must include your actual financial outcome, and copies of receipts and promotional materials.
- Watch the mail** – After review, your check will be processed within 30 days.

**Media Release:** As part of our grant programs, from time to time we will produce media releases to announce the recipients of grant programs. Please indicate below if you wish to have your information shared with our media partners:

Yes \_\_\_\_\_

No \_\_\_\_\_

## 2018 Co-Op Advertising Application (2 pages)

Name of Event/Program:		Event Location:	
2018 Event Date (s):		Year Event Began:	
Name of Organization:		Address:	
Contact Name:		Title:	
Phone:		Email:	
Amount Requested:		Projected Advertising Expenses:	
Projected Total Expenses:		Projected Total Revenues:	
Estimated Attendance:			
Annual Organization Budget:			
Annual Organization Advertising Budget:			
Target Audience:			
Where will the CVB logo be used within the Event's marketing materials?			
Is a rural event/ taking place outside of the city of Findlay?	Yes:	No:	
<b>Event Goals –</b> <i>What would you like the impact of this event or program to be? Describe in 3-5 sentences:</i>			
<b>Community Impact -</b> <i>Detail how the project will positively impact the community, and support travel and tourism in Hancock County. i.e. overnight stays:</i>			
<b>Marketing Plan –</b> <i>Briefly describe program promotion/marketing strategy, tools to be used. If available please include marketing plan.</i>			

## 2018 Co-Op Advertising Application *(Continued)*

<b>Partnerships –</b> <i>What organizations and /or individuals are working together to make this event or program a success?</i>	
<b>Role of the CVB –</b> <i>How would the involvement of the CVB positively impact this event or program?</i>	

<b>How many overnight attendees?</b>	<b>2018 Estimate</b>	<b>2017 Actual</b>	<b>2016 Actual</b>
<b>How many daytrip or Local attendees?</b>	<b>2018 Estimate</b>	<b>2017 Actual</b>	<b>2016 Actual</b>

**Please circle the number of years funding has been requested from the CVB for this activity:**

1      2      3      4      5      6      7      8+

**If you anticipate at least 30% of attendees will be from outside of Hancock County:**

What specific marketing activities are you doing to increase new tourism?	
What changes, if any, are being made to the Event to accommodate new visitors?	
What new target markets/audiences do you think would be interested in attending this event and why?	

# 2018 Co-Op Advertising Budget

## Projected Revenue

This section is to provide information about what funding has been secured for the event, and projected revenues. Use additional pages, if necessary.

(R1) **Projected event income from sales** \$ \_\_\_\_\_  
*Any income expected from ticket, advertising or exhibitor spots, etc.*

**Projected income from sponsorships and donations:**  
*Any income expected from organizations or individuals in the form of sponsorships or donations – not including this CVB request.*

Name of sponsor or donor	Amount of donation	In-Kind:
1. _____	\$ _____ Secured__	_____
2. _____	\$ _____ Secured__	_____
3. _____	\$ _____ Secured__	_____
4. _____	\$ _____ Secured__	_____
5. _____	\$ _____ Secured__	_____
6. _____	\$ _____ Secured__	_____
7. _____	\$ _____ Secured__	_____
8. _____	\$ _____ Secured__	_____
9. _____	\$ _____ Secured__	_____

**(R2) Total sponsorship and donations:** \$ \_\_\_\_\_

(R3) **Total Expected Income before CVB Grant** *(Add cash only in R1 and R2)* \$ \_\_\_\_\_

+

(R4) **Amount Requested from CVB** \$ \_\_\_\_\_

=

(R5) **Total Projected Revenue** *(Add R3 and R4)* \$ \_\_\_\_\_



## Projected Expenses

This section is to provide information about how project funds will be spent.

### General Expenses:

May include facility costs, contracts/professional fees, equipment, etc. Expenses NOT covered by Co-Op Advertising Grant funds. Please note if any expenses are in-kind expenses. Use additional pages, if necessary.

<b>Item Description:</b>	<b>Cost:</b>
<b>In-Kind:</b>	
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
7. _____	\$ _____
8. _____	\$ _____
9. _____	\$ _____
10. _____	\$ _____
11. _____	\$ _____
12. _____	\$ _____
13. _____	\$ _____
14. _____	\$ _____
15. _____	\$ _____
<b>(E1) Total General Expense Cost:</b>	<b>\$ _____</b>

**Advertising and Marketing Expenses:**

Signage, advertising and media buys, creative development, postage, website, printed materials, registration bags, etc. Please note if any expenses are in-kind expenses. Expenses COVERED by Co-Op Advertising Grant are listed on page 7.

Item Description (Including if local/non-local):	Cost:	In-Kind:
1. _____	\$ _____	_____
2. _____	\$ _____	_____
3. _____	\$ _____	_____
4. _____	\$ _____	_____
5. _____	\$ _____	_____
6. _____	\$ _____	_____
7. _____	\$ _____	_____
8. _____	\$ _____	_____

(E2) **Total Advertising and Marketing Cost:** \$ \_\_\_\_\_

(E3) <b>Total Projected Expenses</b> (Add E1 and E2)	\$ _____
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**Reminder:** This grant is for 50% matching funds. To receive the full amount of requested funds from the CVB, the Total Advertising and Marketing Cost above must equal twice the amount requested.

**Local Focus Example:**

Requested: \$1,000 Total Eligible Expenditure Cost: \$2,000+ (E2)

**Regional or Larger Focus Example:**

Requested: \$3,000 Total Eligible Expenditure Cost: \$6,000+ (E2)

**Projected Net Revenue**

(B1) <b>Total Projected Revenue</b>	(R5)	\$ _____
(B2) <b>Total Projected Expenses</b>	(E3)	\$ _____
		=

<b>Projected Net Revenue</b> (Subtract B1 from B2)	\$ _____
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## Application Guidelines:

- **Who May Apply:** Any organization seeking to produce or promote an existing event or program that has the potential to create a positive image in the Findlay-Hancock County Area. In order to be considered for funding, all activities must be open to the general public or have non-exclusive membership. Preference will be given to non-profit organizations.
- **Priority Areas:** Applications meeting at least one of the four priority areas (*Overnight Accommodations, Signature Events, Community Image Building and Hospitality Partnership Growth*) will be considered. However, greater weight will be given to the applicants meeting multiple areas.
- **Amount Requested and Use:** This program is for Marketing and Advertising funds only (See list of eligible expenses below). Activities with a local focus may request up to \$1,000 in 50% matching funds, and those with a regional or larger focus may request up to \$3,000 in 50% matching funds. Only cash expenses are matched, in-kind monetary amounts do not count toward matched Advertising & Marketing Expenses. Payment is processed after Reimbursement Request, and copies of receipts and promotional materials are submitted. This grant may be combined with the Tourism Development or Tourism Growth programs.
- **Marketing and advertising expenditures covered by this grant may include:**
  - Radio spots
  - Print ads (Newspaper, magazine, newsletter, etc.)
  - Television
  - Website and Social Media advertising
  - Promotional items (t-shirts, pens, etc.) *limited to a \$250 match*
  - Billboards
  - Event brochures, flyers and posters
  - Postage and mailing fees
  - Other expenses as approved by the CVB
- **Application:** In order to be considered for funding, applicants must complete and submit the 2018 Co-Op Advertising Program Application, Budget Worksheet, and any supporting materials to the Hancock County Convention & Visitors Bureau 60 days prior to the event. Incomplete or late applications will not be considered for approval.
- **Documentation and payment:** A Reimbursement Request form will be provided to the organization along with approval notification, and is available at VisitFindlay.com. **Proof of payment, paid invoices, copies of checks and original artwork or photographs of VisitFindlay logo in advertising materials must accompany the Reimbursement Request form in order to receive reimbursement.** Email documentation separately if using online form.
- **CVB Logo:** The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use correct CVB logo in event promotions will disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB. Correct Visit Findlay logos can be downloaded at VisitFindlay.com/VisitFindlayLogo or requested by emailing [info@visitfindlay.com](mailto:info@visitfindlay.com).
- **Special Circumstances:** If the program or event is cancelled for any reason, all unused funds must be returned to the CVB. In the event your organization has special requests outside of the realm of the program guidelines, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

*The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau. \*All decisions are final\**  
*\*Disbursement of funds is dependent on the receipts collected from the bed tax from year to year\**

**Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*An electronic signature above signifies that this document is complete, and all information within is accurate.*

**Return Completed Application to:** Hancock County Convention & Visitors Bureau, Attn: Co-op Advertising Program  
123 East Main Cross, Findlay, Ohio 45840, **FAX:** 419.422.9508 or **EMAIL:** [info@visitfindlay.com](mailto:info@visitfindlay.com).

**Note: Completed application must be submitted no later than 60 days prior to the start of the event.**

A complete application consists of: Completed original application form, completed Budget Worksheet, and supporting documents or other pertinent information for consideration, if applicable. **Questions?** Contact the CVB at 419.422.3315, or email [info@VisitFindlay.com](mailto:info@VisitFindlay.com).