

## Rebrand/Annual Marketing Program

To assist with marketing costs of an organization rebranding or the general marketing of a venue or non-profit organization.

- Organizations must fit within the CVB mission.
- Campaigns must be complete within 2019 calendar year.

**Applications due February 11, 2019**

### Application Timeline

- **Submit Application** - Applications are due no later than Monday, February 11, 2019.
- **Notice of Approval** - To be received by March 15, 2019.
- **Have a Successful Marketing Campaign within 2019 Calendar Year** - Let the CVB know how we can assist!
- **Submit Request for Reimbursement** - Reimbursement form, related receipts, and proof of logo usage are due no later than December 1, 2019. Reimbursements will be accepted earlier and extensions in certain circumstances may be requested.
- **Reimbursement Processed** - Within 30 days of the receipt of the completed reimbursement request and materials you will receive your reimbursement check

### Application and Reimbursement Checklist

- **Fill out application and 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** – Contact us with any questions you may have about the application, marketing ideas, and support available to you for free.
- **Submit application** – Submit application no later than the deadline - February 11, 2019
- **Keep copies of all receipts, quotes, and invoices for eligible items** – They must be attached to the Reimbursement Request for payment.
- **Submit reimbursement request** – Submit no later than December 1, 2019. Reimbursements must include your actual financial outcome, copies of receipts, and proof of logo usage on marketing 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

**Complete every page of the application and worksheet! Make sure to read the fine print on page 5 to see if your organization is eligible, priority areas, eligible expenses, documentation and more.**

**Contact Visit Findlay with any questions you may have:  
 info@visitfindlay.com & 419-422-3315**

# 2019 Rebrand/Annual Marketing Program Application

<b>Name of Project:</b>		<b>Date project is anticipated to launch?</b>	
Organization:		Year Organization Founded:	
Contact Name and Role in Organization:		Contact Phone Number:	
Mailing Address for Grant Correspondence:		Contact Email:	

<b>Amount Requested:</b>		Annual Visitor/Event Attendance:	
Budgeted Advertising Expenses:		Hancock County Attendance Percentage:	
What percentage of the organization's total budget is earmarked for advertising?		Out-of-County Attendance Percentage:	

<p>Who is your current audience and what marketing tactics do you currently use to reach them?</p>	
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<p>What audience do you plan to market to in 2019? What made you choose this demographic and why do you think it will be a beneficial demographic to advertise to?</p>	
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<p>Please highlight what aspect of the applicant project you're most excited about. Explain why. Please attach your full marketing plan for the applicant project.</p>	
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<p>How will your rebrand/ annual marketing project support the travel and tourism industry in Hancock County?</p>	
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<p>In what ways can the CVB assist in reaching these markets? Can you collaborate with other organizations to advertise in the new market?</p>	
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# 2019 Rebrand/Annual Marketing Program Event Budget

Download a detailed worksheet to assist with organizing your budget at [VisitFindlay.com](http://VisitFindlay.com)

## Projected Expenses

**(E1) Total Ineligible Expenses for the Applicant Project** \$ \_\_\_\_\_

*This includes salaries, permits, and promotional items more than \$500. Contact the CVB if an expense is questionable.*

**Project Expenses:**

*Only cash expenses are matched, in-kind monetary amounts do not count toward matched expenses. These are expenses covered by the Rebrand/Annual Marketing Program and a list of eligible items can be found on Page 5. Additional Pages may be added if necessary.*

Item Description	Cost	In-Kind	State/Regional/ Local Advertising
1. _____	\$ _____	_____	_____
2. _____	\$ _____	_____	_____
3. _____	\$ _____	_____	_____
4. _____	\$ _____	_____	_____
5. _____	\$ _____	_____	_____
6. _____	\$ _____	_____	_____
7. _____	\$ _____	_____	_____
8. _____	\$ _____	_____	_____
9. _____	\$ _____	_____	_____
10. _____	\$ _____	_____	_____

**(E2) Total Project Expenses:** \$ \_\_\_\_\_

**Reminder:** *This grant is for 50% matching funds. To receive the full amount of requested funds from the CVB, the total eligible project expenses listed above must equal at least twice the amount requested.*

*Requested: \$5,000  
Total Eligible Expenditure Cost: \$10,000+*

**(E3) Total Projected Expenses (Add E1 and E2):** \$ \_\_\_\_\_

# 2019 Rebrand/Annual Marketing Program

## Application Guidelines and Fine Print

**Who May Apply:** Any non-profit organization or venue seeking to undergo a rebrand or seeking financial assistance towards general marketing to be completed in 2019. Organizations must fit within the CVB mission. In order to be considered for funding, all activities must be open to the general public or have non-exclusive membership.

**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. Preference will be given to organizations who commit to marketing outside the region.

**Amount Requested and Use:** This program is for funds to use towards a rebranding project or annual marketing plan only (See list of eligible expenses below). Only cash expenses are matched, in-kind monetary amounts do not count toward matched expenses. Payment is processed after Reimbursement Request, and copies of receipts and promotional materials are submitted.

Marketing and advertising expenditures covered by this grant may include:

- Radio spots
- Television
- Billboards
- Postage and mailing fees
- Promotional items (t-shirts, pens, etc.) limited to a \$250 match
- Print ads (Newspaper, magazine, newsletter, etc.)
- Website and Social Media advertising
- Event brochures, flyers and posters
- Other expenses as approved by the CVB

**Application:** In order to be considered for funding, applicants must complete and submit the 2019 Rebrand/Annual Marketing Program Application, Budget Worksheet, and any supporting materials to the Hancock County Convention & Visitors Bureau by the February 11, 2019 deadline. Incomplete or late applications will not be considered for approval.

**Documentation and payment:** A Reimbursement Request form will be provided to you along with approval notification, and is available at VisitFindlay.com. Please fill out this form with information about your campaign's outcome and success prior to December 1, 2019. Reimbursements will be accepted earlier and extensions in certain circumstances may be requested. **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.** Reimbursement funds will be issued once this document is received and processed. Failure to complete the reimbursement request by the deadline will disqualify the organization from receiving reimbursement funds and require the organization to return the initial award disbursement.

**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.

**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: Rebrand/Annual Marketing Program  
**MAIL:** 123 East Main Cross, Findlay, Ohio 45840, **FAX:** 419.422.9508 or **EMAIL:** 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 Event Budget, and supporting documents or other pertinent information for consideration, if applicable.

Questions? Contact the CVB at 419.422.3315, or email info@VisitFindlay.com.