

2021 Co Op Advertising Program

Application Guidelines and Fine Print

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 taking place in-person's may apply for up to \$1,000 in 50% matching funds, and those taking place virtually may apply for up to \$250 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 Tournament Builder program.

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, not eligible for virtual events
- 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 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 you along with approval notification, and is available at VisitFindlay.com. Please fill out this form with information about your event's outcome and success within 60 days of the conclusion of the event. **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: _____

Return Completed Application to:

Hancock County Convention & Visitors Bureau, Attn: Co Op Advertising 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.