

Co Op Advertising Program

*Assist with Advertising and Marketing Expenses Only
50% Match • Maximum Award: \$1,000 for in-person events &
\$250 for those taking place virtually.
Applications are due 60 days prior to the start of the event*

Application Timeline

- **Submit Application** - Applications are due 60 days prior to the start of the activity
- **Notice of Approval** - Within 15 business days of the 60 day deadline
- **Have a Successful Event** - We want to ensure you have a great event, let us know how we can assist!
- **Submit Request for Reimbursement** - Reimbursement form, related receipts, and proof of logo usage are due within 60 days after the completion of your event
- **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 the support available to you for free.
- **Submit application** – Submit 60 days before the start of your event. You will be notified within 15 days of the 60 day deadline if your program has been approved.
- **Submit your event to the Visit Findlay Calendar** – Go to VisitFindlay.com/Events to fill out the form.
- **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 more than 60 days after the conclusion of the event or program. 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**

2021 Co Op Advertising Program Application

Name of Event/Program:		2021 Event Date(s):	
Event Location:		Organizing Group:	
Contact Name and Role in Organization:		Contact Phone Number:	
Mailing Address for Grant Correspondence:		Contact Email:	

Amount Requested:		Budgeted Event Advertising Expenses:	
Budgeted Total Event Expenses:		Projected Total Event Revenue:	
What percentage of the organization's total budget is for ear marked for advertising?		Estimated Attendance:	

Briefly describe your event:			
Who is your target audience and what marketing tactics do you plan to use to reach them? Describe your marketing plan or attach it for reference.			
What other events are taking place the same day/weekend as your event? How will this affect your attendance? Are there opportunities for collaboration?			
How will you use the CVB logo in your marketing materials? How can you utilize the CVB's free services (i.e. calendar listing, custom itineraries, event supply rental)			
What would you like the impact of this event or program to be? How will it positively impact the community? How will it support the travel and tourism industry in Hancock County?			
How many years has CVB grant funding been requested and through which program(s)?		2021 estimated overnight attendees for applicant event	
		2021 estimated day trip or local attendees for applicant event	

2021 Co Op Advertising Program

Application

If you anticipate at least 30% of attendees will be from outside of Hancock County please fill out the following questions if you fall inside these guidelines:

What specific markets are you targeting outside of Hancock County? What marketing activities are you doing to promote your event and increase new tourism?	
In what ways can the CVB assist in reaching these markets? Can you collaborate with other organizations to advertise in the new market?	
What made you choose this market and why do you think it will be a beneficial demographic to advertise to?	
What percentage of advertising do you expect to take place outside of Hancock County?	

Event Budget

Download a detailed worksheet to assist with organizing your budget at VisitFindlay.com

Projected Revenue

(R1) Projected event income from sales : <i>Any income expected from tickets, merchandise, advertising or exhibitor spots, etc.</i>	\$	
	+	
(R2) Projected event income from sponsorships or donations : <i>Any income expected from organizations or individuals in the form of sponsorships or donations – not including this CVB request.</i>	\$	
	=	
(R3) Total before CVB Grant	\$	
	+	
(R4) Amount Requested from CVB <i>No more than half of budgeted advertising expenses up to the eligible amount</i>	\$	
	=	
(R5) Total Projected Revenue	\$	

2021 Co Op Advertising Program

Event Budget

Download a detailed worksheet to assist with organizing your budget at VisitFindlay.com

Projected Expenses

(E1) Total General Expenses: \$ _____

May include facility costs, contracts/professional fees, equipment, etc.
These are expenses not covered by Co Op Advertising Grant Funds.

Advertising and Marketing Expenses:

Signage, advertising and media buys, creative development, postage, website, printed materials, registration bags, etc. Only cash expenses are eligible, in-kind monetary amounts do not count toward eligible Advertising & Marketing Expenses. A list of eligible items can be found on Page 5. Additional Pages may be added if necessary.

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

(E2) Total Advertising and Marketing Expenses: \$ _____

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.

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

Example:
Requested: \$750
Total Eligible Expenditure Cost: \$1,500+ (E2)

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

Projected Net Revenue

Total Projected Revenue (R5) _____ - Total Projected Expenses (E3) _____ = \$ _____

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.