

2022 Grant Program

Co-op Advertising Grant

To enhance marketing efforts with award amount up to \$3,000 in matching funds.

(Local focus – up to \$1,000 with 50% match) (Regional/larger focus – up to \$3,000 with 50% match)

Applications are due 60 days prior to event.

Reimbursements due 60 days post event.

Community Connect Program

Designed for small events – does not require matching funds. Award up to \$500 of marketing and advertising costs only. Special consideration given to events taking place in the rural Hancock County area. Organizations are encouraged to build a marketing plan and roll into the Co-op Advertising Grant within 3 years.

Organizations are limited to 3 Community Connect grants per calendar year.

Applications due 30 days prior to event.

Reimbursements due 60 days post event.

Tourism Development & Growth Program

Aid in the development of a new event or the growth of an established event with award amount up to \$5,000 in matching funds. 50% of the total event or enhancement budget at a maximum of \$5,000. Projects through this program have the ability to be funded for 2 years. Limit of 1 Tourism Development or Growth grant per organization, per year. Can be combined with Co-op Advertising.

Applications due 90 days prior to event.

Reimbursements due 60 days post event.

Tournament Builder Program

Assist Sports Tournaments by building awareness of the Findlay area and show a growth pattern that benefits the community. Award amount up to \$5,000 in matching funds. Organizations are not limited to a single event like the TD & TG program. Must show a track record of overnight stays. Not eligible for concession/souvenir/awards, entertainment, wages (tournament director), or raffle items or alcohol. Can be combined with Co-op Advertising.

Applications due 90 days prior to event.

Reimbursements due 60 days post event.

Value Added Resources

- Assist with creation of a marketing plan and creating marketing assets.
- CVB can extend bulk pricing to grant partners with our network media partners – inquire for more details!
- Add your event to the Visit Findlay Event Calendar for promotion on our social channels.
- Save money by borrowing our event supplies (i.e. sail flags, cash boxes, signage)
- Welcome your VIP guests by providing them a Visit Findlay welcome bag
- Partner with us by listing your event with Ohio Tourism's publications and online
- Work with us one-on-one on ways we can use our existing marketing to assist promoting your event