



Event Promotion Grant Program Guidelines Fiscal Year 2018

Goal of marketing grant program:

The goal of this program is to help fund the promotion of special events and festivals that attract visitors to Tupelo to overnight in our hotels. It may be used for marketing purposes only.

There is a separate pool of money administered by the Quality of Life committee to fund events that are primarily geared to enhance the quality of life of the citizens of Tupelo. This program does not limit granted money to be spent on marketing.

Events are not eligible to receive money through both programs and should only apply through the program which best fits the event parameters.

Who is eligible to apply for funding?

Any organization with significant city ties that is established primarily to produce cultural programs, festivals or special events, that utilizes private sector community financial support and volunteers in addition to any paid staff they may have to carry out the objectives of the organization. The event must be held between the dates of October 1, 2017 and September 30, 2018.

How to request funds?

Applications for funding should be sent in the form of a letter to the Tupelo Convention and Visitors Bureau, Funding Request, P.O. Drawer 47, Tupelo, MS 38802. The letters should be postmarked by October 30, 2017 and should include:

- a. Name of the organization producing the event
- b. Name, dates and location of the event
- c. Description of the event
- d. Summary of the marketing plan that shows at least 80% of the plan is designed to address markets outside of 50-mile radius.
- e. Methods of tracking event success
- f. Methods of tracking overnight guests

Selection Criteria:

The Tupelo Convention and Visitors Bureau will consider applications according to the following criteria:

- Commitment to tourism in Tupelo – 25% - evidence that the project serves to attract out-of-town guests generating restaurant and hotel traffic; marketed to the fullest extent possible in an effective and efficient manner; demonstrates a willingness to work with the tourism industry; commitment to develop other funding sources
- Regional promotion – 25%- a well thought out, detailed marketing plan that is designed to increase awareness of the event in regional media; packaging of hotels, attractions and shopping will also be evaluated
- Soundness of proposed project -20% – clearly identified objectives, assigned responsibilities and accountability with a realistic timetable for implementation and additional funding sources.
- Stability and management capacity -15%– a proven record or demonstrated capacity to develop resources, plan, organize and implement a planned project
- Quality and uniqueness of proposed project -15%– extent to which the activity provides a program for tourists which is of significant merit and without such assistance would not take place in Tupelo

What can funds be used for?

Funds may be used for marketing purposes only. The money may not be used for event production expenses such as fencing, staging, etc.

Matching Funds Requirement

Organizations are required to pledge a 30% match of marketing dollars for the request for funding to be considered. The money funded by the Tupelo Convention and Visitors Bureau may not be more than 70% of the total marketing budget for the event.

Example: If the total marketing budget for your event is \$5,000, you can request 70% of that budget or \$3,500 from the CVB with a match of \$1,500 from your organization to complete the budget.

Cap on Grants

The total amount of funding granted by the Tupelo Convention and Visitors Bureau may be no more than \$15,000 per event.

Requirements of Matching Grants

1. If you are awarded a grant by the Tupelo CVB to help promote your event, you will be required to meet with staff of the Tupelo Convention and Visitors Bureau for a grant work session. The work session should be held as soon after award of the grant as possible and will include information on the follow-up report, as well as assistance in the production of the marketing plan. It is your responsibility to schedule this work session. If the work session is not completed in advance of the event, the funding will be withheld.
2. The following information should be included in all promotional materials:
 - All funded projects must display the Tupelo CVB logo provided by CVB in an appropriate size as in relation to event sponsor guidelines.
 - All funded projects must contain the phrase, “This project is partially funded by the Tupelo Convention & Visitors Bureau.”
 - CVB will receive a sponsorship packet appropriate to the amount of support.
3. Failure to comply with these requirements will disqualify the event organization from future funding assistance.

Distribution of Funds and Final Report

Approved funds will be distributed to organizations prior to their expenditures with a 30-day requirement to file a final report after the event.

A final report should include:

- Attendance figures
- A copy of the executed marketing plan clearly stating where the granted money was spent
- Samples of all marketing materials to include ad tearsheets, website promotions, printed materials, video promotions or other collateral materials.

The final report should be submitted to – Stephanie Coomer, Deputy Director, Tupelo CVB, P.O. Drawer 47, Tupelo, MS 38802. Failure to comply will disqualify event organization from future funding consideration.

Event Cancellation

In case of cancellation of event for any reason other than weather-related cancellations, funds will be returned to the Tupelo CVB immediately.