



SPECIAL EVENTS MARKETING GRANT APPLICATION

A. NARRATIVE: (preferred length not to exceed two pages) Include the following information in any order:

1. Agency Information.
 - a) Mission statement, brief statement of applicant's goals, and/or objectives;
 - b) Brief summary of organization's history;
 - c) Description of current projects, activities, and accomplishments.
2. Purpose of Grant. This section should include the following:
 - a) Description of goals and objectives for the purpose for this event;
 - b) Description of activities planned to accomplish these goals; is this a new or ongoing event?
 - c) Timetable for implementation;
 - d) Other organizations, if any, participating in the event.
3. Evaluation. Please discuss:
 - a) Expected results during the funding period;
 - b) How you would define and measure success;
 - c) How will project's results be used and/or disseminated?

B. ATTACHMENTS: Please attach the following:

1. Event/project budget;
2. List of major contributors (and amounts) to special event (if applicable);
3. List of volunteer involvement and in-kind contributions.

C. SUPPORTING INFORMATION:

1. In what specific ways does this special event support the CCTB Mission Statement and Marketing Plan?
2. How exactly would marketing grant funds be spent?
3. Have all of the required permits and/or licenses for the events obtained?

SUMMARY OF APPLICANT ORGANIZATION

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Executive Director: _____

Contact (if other than Executive Director):

Name Title

Phone: _____ Fax: _____

Purpose of Grant:

The Custer County Tourism Board shall consider the award of grants for the purpose of the Marketing of Special Events in Custer County only. See the CCTB Special Events Marketing Policy.

Brief description of request: _____

Organization budget: _____ Fiscal year: _____

Program budget: _____ Fiscal year: _____

Fiscal year ends: _____ Amount of Request: _____

Signature, President, Board of Directors

Date

Signature, Executive Director

Date