

VISITORS CENTER, INC.

EVENT SUPPORT PROGRAM

Visitors Center, Inc. Purpose Statement: The Visitors Center works to promote and grow the Bartholomew County tourism industry in order to strengthen and diversify our local economy.

Objective of the Visitors Center Event Support Program: To encourage and develop events which generate out-of-county visitor spending in Bartholomew County and advance the community brand.

Event Support Program Strategies:

- Provide design and branding resources, local event coordinator networking and advice, and seed funding to new events with the intention and potential to attract visitors to the County
- Offer marketing resources and financial support to established events to maximize their quality and attendance
- Encourage mature events to develop a self-sustaining business model.

Event Support Program Criteria and Procedures

Applicants must attend a VCI Event Support Workshop before submitting their first application.

The attached application must be completed and submitted to Visitors Center, Inc. at least 90 prior to the starting date of the event. (please allow 45 days for grant review, approval and fund disbursement)

Only tax-exempt organizations located in Bartholomew County may apply.

Qualifying events must meet the objectives set forth for the event support program and fall within legislative requirements for the use of county room taxes.

Funds may not be used for salaries or ongoing overhead expenses of the applicant

VCI does not fund programs that are designed solely as fundraisers for another institution

Event support is awarded for one year. Applicants may submit funding requests each year.

Event support recipients are required to recognize Visitors Center support by using the approved Visitors Center logo on all event promotions.

Event Support funds are awarded based on the strength of the event and the application.

Additional information or clarification may be requested by the review panel.

The number and amount of awards are determined by the availability of funds

Award recipients are required to submit the Post Event Report Form and receipts for expenses supported through this program. Failure to do so will disqualify the event for future funding.

EVENT SUPPORT APPLICATION FORM

Organization Requesting Funds _____

Address _____

Contact person for Event Support Program _____

Phone _____ email _____

How long has the organization been in operation? _____

Federal EID # _____ (attach IRS Tax Exempt determination letter to this application)

Annual organization operating budget \$ _____

Name of the event/ program for which you are requesting support

Date (s) and hours of the event _____

Anticipated total attendance _____

Number out-of-county attendees expected _____

Number of overnight attendees expected _____

Number of years the event has been in existence _____

Description, objectives and target audience of the event (150 words or less please)

List additional contributors and sponsors of the event

EVENT BUDGET AND SUPPORT REQUEST OUTLINE

Marketing and promotion support

	Total \$ Budgeted for The event	\$ Amt of VCI support requested	
Logo and Design Services	\$ _____	\$ _____	Brief description of qualifying expense _____ _____
Social Media Services	\$ _____	\$ _____	_____ _____
Digital Advertising	\$ _____	\$ _____	_____ _____
P.R. Services	\$ _____	\$ _____	_____ _____
Print Ads	\$ _____	\$ _____	_____ _____
Radio Ads	\$ _____	\$ _____	_____ _____
Television	\$ _____	\$ _____	_____ _____
Promotional Materials production	\$ _____	\$ _____	_____ _____
Printing costs for postcards, flyers, posters, brochures, and registration forms do <u>not</u> qualify. Digital ads, web pages and video may qualify.			
Rack/ Distribution Services	\$ _____	\$ _____	_____ _____
Database purchase/ rental	\$ _____	\$ _____	_____ _____
Postage	\$ _____	\$ _____0	not applicable
<u>Event operating support</u>			
Entertainment / programming	\$ _____	\$ _____	50% up to \$5,000
Convenience Stations	\$ _____	\$ _____	50% up to \$500
Event Signage	\$ _____	\$ _____	50% up to \$200
Venue / tent rental Fees	\$ _____	\$ _____	50% up to \$500
Equipment/ furniture rental	\$ _____	\$ _____	50% up to \$500
License Fees	\$ _____	\$ _____	50% up to \$200
Trash and refuse service	\$ _____	\$ _____	50% up to \$200
Salaries/ professional services	\$ _____	\$ _____0	not applicable
Total Event Budget	\$ _____	\$ _____	

Total Amount of Program Support requested (up to \$12,000)