



## EVENT MARKETING GRANT PROGRAM & GUIDELINES

### Purpose

The purpose of the Event Marketing Grant Program (EMGP) is to assist organizations or event organizers by providing matching funds that can be used for the marketing of events or attractions in various media markets **outside** of Sampson County. Projects not adhering to this provision will not be considered.

### Description of the Program

The Sampson County Convention & Visitors Bureau (SCCVB) is dedicated to supporting the marketing efforts of organizations hosting festivals, sports tournaments, trade shows and other special events or local attractions within Sampson County. To remain true to the mission of the SCCVB, which is to attract and serve visitors to the County, marketing grant funds awarded to an organization may only be used to advertise events and or attractions in a manner that helps to attract overnight stays in area lodging establishments or that attracts visits by day-trippers. Although some events may not generate overnight stays, event organizers are encouraged to partner with area lodging establishments, restaurants, retail, industry, and other local attractions to cross-promote or create packages that can help to build relationships among the tourism industry in the County.

Primary consideration will be given to those events or attractions that have the greatest potential for positive economic impact for tourism within the County. Highest priority will be given to those projects which are more likely to promote and generate travel from outside Sampson County and that may lead to overnight stays among local lodging establishments.

The SCCVB Board reserves the right to not fund requests and to accrue Event Marketing Grant Funds from year to year at their discretion.

### Sampson CVB Recognition & Other CVB Support

Organizations receiving EMG funds must agree to acknowledge and/or include the SCCVB logo in all advertisements and other marketing materials including, but not limited to: print ads, radio advertisements, on event project signs, donor boards or banners, social media marketing and/or websites pertaining to the event or attraction. It is encouraged that SCCVB Staff and Board Members be invited to events, activities or other ceremonies related to the project or attraction.

Applicants may also request from the SCCVB copies of the Official Sampson County Visitor Guide and other CVB sponsored advertisements or marketing materials that can be used in the promotion of the event or to provide to potential event attendees, vendors and other out-of-town visitors.

The SCCVB requests that as applicable copies of the Official Sampson County Visitor Guide and other SCCVB brochures be distributed at the event's general information tent or station or attraction. As applicable, an applicant may request that the SCCVB participate by staffing a booth/tent or table at the event. For this request to be approved the applicant must agree to waive any associated fees.

### **Eligibility - Requirement of Non-profit status**

Any legally chartered 501-(c3) non-profit Sampson County organization or chartered municipality representing an attraction, festival, sports tournament, trade show or other special event are eligible to apply for a grant under the EMGP. Documentation of legal status, tax exemption, federal identification number, budget, and organizational purpose is required with each application. "For profit-organizations" are not eligible to apply. The SCCVB Board of Directors reserves the right for the board and staff to establish and promote special events that further the overall mission of the SCCVB that are developed to attract visitors to Sampson County.

### **Matching Grant Amount**

The EMGP uses a matching grant formula, whereby one grant dollar will be awarded for each dollar spent by the organization, up to \$1,000 per project. Due to the potential number of grant applications received annually, it should be anticipated that the full amount of an organization's grant request may not be awarded. Typical grant awards average between \$500 and \$750. Grant awards are capped at \$1,000 per organization, and once this amount has been distributed to an organization, they may not apply for another Event Marketing Grant (EMG) until the next fiscal year. Multiple non-profits may not apply for the same project.

The Sampson County Convention & Visitors Bureau shall award no more than \$3,000 in EMG funds during the 2018-2019 Fiscal Year. This amount is subject to change with each budget year or as funds may become available.

### **Funding in Consecutive Years**

Organizations may apply for funding every year that EMG funds are available; however, the SCCVB reserves the right to not fund requests from applicants that have previously been awarded an EM grant in order to provide all eligible organizations equal opportunity for consideration and funding.

### **Funding over Multiple Years**

The SCCVB Board reserves the right to fund projects over multiple years should the need arise. (Example: An applicant applies in one fiscal year and their event takes place early during the next fiscal year.)

## **Dates & Deadlines for Applications**

The SCCVB Event Marketing Grant Committee processes EMG Applications four times per fiscal year (January, April, July & October) or until such time that the annual allocation is exhausted. Cycles for the applications are as follows:

January - 1<sup>st</sup> Cycle - Applications may be submitted December 1<sup>st</sup> - December 31<sup>th</sup>

April - 2<sup>nd</sup> Cycle - Applications may be submitted March 1<sup>st</sup> - March 31<sup>st</sup>

July - 3<sup>rd</sup> Cycle - Applications may be submitted June 1<sup>st</sup> - June 30<sup>th</sup>

October - 4<sup>th</sup> Cycle - Applications may be submitted September 1<sup>st</sup> - September 30<sup>th</sup>

All applications must be postmarked no later than December 31<sup>st</sup> to be considered for the first cycle, March 31<sup>st</sup> to be considered for the 2<sup>nd</sup> cycle, June 30<sup>th</sup> to be considered for the 3<sup>rd</sup> cycle and September 30<sup>th</sup> to be considered for the 4<sup>th</sup> cycle.

EMG applicants must have the written approval of the governing board or event committee, any relevant municipal government endorsement, and a list providing other supporters of the project. Before an organization may apply for an EMG, they must have a projected budget outline prepared showing how EMG funds will be used.

## **Notification of the Grant Awards**

Applicants will receive written notice as to the status of their request for matching funds by January 10<sup>th</sup> for the first cycle, April 10<sup>th</sup> for the second cycle, July 10<sup>th</sup> for the 3<sup>rd</sup> cycle and October 10<sup>th</sup> for the 4<sup>th</sup> cycle. No information regarding grant status will be given over the phone. The Sampson County CVB reserves the right to refuse any application.

## **Reporting the withdrawal of a project**

The grantee must notify the SCCVB in writing for any grant project that has been changed in scope, delayed or cancelled. Failure to report the withdrawal of an approved project will affect the grantee's application for matching funds in future years. Funds forfeited for allocated projects for any given fiscal year may be distributed to other projects as approved by the SCCVB.

## **Disbursement of Funds**

Once the project is completed, grantees are required to submit the following information along with documentation to the SCCVB staff for reimbursement:

- Final Project Budget
- Copies of invoices and checks
- Documentation of recognition of CVB's contribution to the project

Grant funds will not be disbursed in advance of the project for any reason. Grant funds will be issued once final documentation is submitted. Payments are generally made by the Sampson County Finance Office on the 10th and 20th of the month following submission of final documentation.

## **Type of Events Previously Awarded EMG's**

### **Event:**

Bloom Fest  
Downtown Street Fair & BBQ Cook-Off  
Super Sprint Triathlon

### **Sponsored by:**

(Town of Roseboro)  
(City of Clinton)  
(Super Sprint Triathlon Committee)

## **Examples of types of events not eligible for consideration**

Beauty/Scholarship Pageants  
Christmas Parades & Tree Lightings  
Church Functions  
Elementary/Middle/High School Programs  
Family Reunions  
Fashion Shows  
Fund Raising Events  
Golf Tournaments (local - fundraising)  
Parks & Recreation local programs  
Seminars, Meetings  
4th of July Fireworks/events

## **Mission Statement**

The mission of the Sampson County Convention & Visitors Bureau is to market and promote Sampson County, its assets, and its industry partners to attract both business and leisure travelers.

## **About the SCCVB**

The Sampson Convention and Visitors Bureau is a not-for-profit travel and economic development organization, and is a public authority representing Sampson County in the solicitation of and in service to travelers to the County, whether they visit for business or pleasure. The Bureau is funded through a Room Occupancy Tax (ROT) of 6% which is collected from travelers that lodge overnight in Sampson County. Of the 6% collected, 67% is used for marketing the County and 33% is used for Capital Projects.



**EVENT MARKETING GRANT APPLICATION**

Application Cycle # \_\_\_\_\_

NAME OF ORGANIZATION: \_\_\_\_\_

ORGANIZATION CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ORGANIZATION WEBSITE/FACEBOOK: \_\_\_\_\_

TAX EXEMPT/FEDERAL ID #: \_\_\_\_\_

LEGAL NON PROFIT STATUS VERIFICATION: \_\_\_\_\_

EVENT/ATTRACTION NAME: \_\_\_\_\_

EVENT LOCATION (ADDRESS): \_\_\_\_\_

EVENT DATE(S): \_\_\_\_\_

EVENT TIME(S): \_\_\_\_\_

EVENT COORDINATOR (to publish): \_\_\_\_\_

PHONE NUMBER TO PUBLISH FOR EVENT: \_\_\_\_\_

EVENT WEBSITE ADDRESS: \_\_\_\_\_

(Direct Link, if applicable or different than above.)

EVENT FACEBOOK LINK: \_\_\_\_\_

PLEASE LIST ANY PARTNERING ORGANIZATIONS: \_\_\_\_\_

\_\_\_\_\_

DESCRIPTION OF EVENT/ATTRACTION:

NEW EVENT (Y/N): \_\_\_\_\_

ESTABLISHED EVENT (Y/N): \_\_\_\_\_

NEW ATTRACTION (Y/N): \_\_\_\_\_

ESTABLISHED ATTRACTION (Y/N): \_\_\_\_\_

(If an established event or attraction, please provide the year that the event or attraction was established: \_\_\_\_\_)

**FOR EVENTS**

- ESTIMATED EVENT ATTENDANCE FROM OUTSIDE COUNTY: \_\_\_\_\_
- ESTIMATED EVENT ATTENDANCE FROM WITHIN THE COUNTY: \_\_\_\_\_
- ESTIMATED # OF ROOM NIGHTS THE EVENT MAY GENERATE: \_\_\_\_\_
- IF ESTABLISHED EVENT, PLEASE LIST PAST ANNUAL ATTENDANCE: \_\_\_\_\_

**FOR ATTRACTIONS**

- ESTIMATED ATTRACTION ATTENDANCE FROM OUTSIDE COUNTY: \_\_\_\_\_
- ESTIMATED ATTRACTION ATTENDANCE FROM WITHIN THE COUNTY: \_\_\_\_\_
- ESTIMATED # OF ROOM NIGHTS THE ATTRACTION MAY GENERATE: \_\_\_\_\_
- IF ESTABLISHED ATTRACTION, PLEASE LIST PAST ANNUAL ATTENDANCE: \_\_\_\_\_

**GRANT AMOUNT REQUESTED, (Max: \$1,000) \_\_\_\_\_**

**EXPLANATION OF MARKETING PROJECT AND HOW GRANT FUNDS WILL BE USED TO PROMOTE THE EVENT OR ATTRACTION:** (Project funding must be used for marketing brochures, advertising and general publicity of the event/festival or attraction outside of Sampson County.)

ADDITIONAL COMMENTS (if necessary):

**ADDITIONAL REQUIRED DOCUMENTATION & SIGNATURE PAGE**

Please provide the additional required information as an attachment to each application: (Note: incomplete applications will not be considered)

- PROPOSED BUDGET FOR PROJECT
- COPIES OF ORGANIZATIONS CURRENT BUDGET & PAST FISCAL YEAR BUDGET (As applicable)
- LIST OF ORGANIZATIONS BOARD OR COMMITTEE MEMBERS WITH CONTACT INFORMATION
- SUPPORT LETTERS FROM GOVERNING BOARD /COMMITTEE, LOCAL MUNICIPALITY, AND/OR COMMUNITY LEADERS

PLEASE TYPE IN 12 POINT TYPE OR PRINT CLEARLY. SUBMIT THREE (3) COMPLETED SETS OF YOUR APPLICATION FOR THE REVIEW COMMITTEE.

I, \_\_\_\_\_ have been duly authorized to submit this application on behalf of the organization listed above and agree that I and the organizations governing board understand the terms and conditions of the grant guidelines and application process.

\_\_\_\_\_  
Signature Title Date

**REMINDER - DISBURSEMENT OF FUNDS:** At the completion of the project, requests for grant funds must be submitted to the Sampson County Convention & Visitors Bureau via cover letter that also includes the following: summary of expenses, invoices, and copies of checks, and copies or promotional materials.

RETURN GRANT APPLICATIONS TO THE SAMPSON COUNTY CONVENTION & VISITORS BUREAU, 414 Warsaw Road, Clinton, NC 28328, postmarked by the appropriate deadline as stated within the EMGP Guidelines. Incomplete applications will be returned for consideration in the next grant cycle. The Sampson County Convention & Visitors Bureau reserves the right to refuse any application.