



## ST. LANDRY PARISH EVENT MARKETING ASSISTANCE GRANT APPLICATION

### A. THE EVENT

Event Title: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Organization: \_\_\_\_\_ Non-Profit?  Yes  No

Event Dates: \_\_\_\_\_

Event Time: \_\_\_\_\_

Venue: \_\_\_\_\_

Projected Attendance: \_\_\_\_\_

### B. APPLICANT INFORMATION

Project Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Organization Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Organization/Event Website: \_\_\_\_\_

Organization Physical Address: \_\_\_\_\_

Organization Mailing Address: \_\_\_\_\_

### C. APPLICANT/EVENT HISTORY

Has this event/organization previously received an SLPTC Grant?  Yes  No

If yes, please list dates: \_\_\_\_\_

Use of grant funds: \_\_\_\_\_

*The following information must be provided with this application.*

Last three years' attendance:

Year | # \_\_\_\_\_

Year | # \_\_\_\_\_

Year | # \_\_\_\_\_

## D. NARRATIVE QUESTIONS

*\*If additional space is needed to answer the following questions, please attach a separate sheet.*

**D1. Event Description** – Provide a brief description of this project. Include as many details as possible about event activities, music, and vendors. Use this opportunity to share new components to this year’s event and how the event has improved.

**D2. Event Purpose** – Describe the purpose, scope, and significance of the event. Emphasis should be put on the impact of this project and its marketing plan on local tourism and economic activity.

**D3. Marketing Plan** – Please describe your marketing plan as it pertains specifically to this grant request. State the top three goals/objectives of your marketing plan, and your method of evaluating the success of marketing for this event. Also, how will you promote this event beyond traditional advertising?

**D4. Event Revenue** – Briefly explain the intended use of revenue generated by this event.

**D5. Target Audience** – Who is your target audience? Address efforts to increase awareness about your event to your target audience.

**D6. Room Night Generation** – Beyond the required event survey, how do you plan to track room night generation for your event?

**D7. Data Collection Methods** – Provide a detailed description of the methods used to collect *attendance* and *room night generation data* for past events, and how you plan to improve this method for the current event.

**E. EVENT BUDGET & FINANCIAL SUPPORT**

<b>E1. REVENUE</b>	<b>Source</b>	<b>Amount</b>
E1.1 Applicant Cash (ticket sales, memberships, etc.)		
E1.2 Corporate/Foundation Support		
E1.3 Federal + State Support/Grants		
E1.4 Regional + Local Support/Grants		
<b>E1.5 Total Revenue</b>		

*\*In Table E2. round all dollar amounts to the nearest \$1.*

<b>E2. MARKETING BUDGET</b>	<b>SLPTC Grant</b>	<b>Cash</b>	<b>In-Kind</b>	<b>Total</b>
E2.1 Print Advertising				
E2.2 Digital Advertising				
E2.3 Printing (Brochures, Push Cards, etc.)				
E2.4 Other Printing (flyers)				
E2.5 Radio & TV Ads/Commercials				
E2.6 Professional Services (PR, Graphic Design, etc.)				
E2.7 Website Development				
E2.8 Signage (Pole/Street Banners, etc.)				
E2.9 Postage & Shipping				
E2.10 Other Marketing				
<b>E2.11 Sub Total</b>				
<b>E2.12 Total Budget</b>				
<b>E2.13 Amount Requested</b>				

**What was your total budget for marketing this event last year?** \_\_\_\_\_

**What portion of last year's total marketing budget was spent on the following?**

**Digital Advertising:** \_\_\_\_\_ **Print Advertising:** \_\_\_\_\_

**Radio:** \_\_\_\_\_ **Television:** \_\_\_\_\_ **Other:** \_\_\_\_\_

*\*If additional space is needed for the section below, please create an attachment.*



## G. SUPPLEMENTAL MATERIAL

1. **Previous Marketing Supplemental Material** – Include any additional material that will assist the Tourist Commission in evaluating the grant application. i.e. previous ads, rack cards, posters, radio scripts, website information, etc.

**NOTE:** All costs that have been approved for funding and meet the guidelines will be paid directly to the provider by the St. Landry Parish Tourist Commission upon receipt of itemized invoices. **\*\*Revised 7/3/2017**

## H. CHECK LIST

- I have read the guidelines and know what reports and items I am responsible for if I am awarded funding.
- I have read the *Event Final Report* and know what information and data I am responsible for tracking.
- I have reviewed the *Event Survey* and know what information and data I am responsible for tracking.
- I have reviewed the *Event Leads Report* and know what information and data I am responsible for tracking.
- My application is typed.
- There are no “blanks” on the application and narrative questions are answered fully.
- I have proofed my application for accuracy, grammar, and spelling before submitting.
- I have supplemental material ready to bring to my presentation.
- Optional but recommended:* I have submitted an early draft of my application for feedback.
- Optional but recommended:* I have read about the Event Marketing Assistance Grant Rewards Program
- I have been previously awarded through the SLP Event Marketing Assistance Grant and returned all the mandatory reports and paperwork on time. ( Check here if you are a new applicant.)
- I have submitted a typed application to the SLPTC Marketing Director ([info@cajuntravel.com](mailto:info@cajuntravel.com)), and I've printed a copy to keep for my own records.