



ST. LANDRY PARISH EVENT MARKETING ASSISTANCE GRANT APPLICATION

A. THE EVENT

Event Title: _____

Amount Requested: _____ Non-Profit or Government? ☐ Yes ☐ No

Organization: _____

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 a 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 event, including as many details as possible about event activities, music, and vendors.

D2. Marketing Plan – Please describe your marketing plan as it pertains specifically to this grant request. What is the impact of this project and its marketing plan on local tourism and economic activity?

D3. Financials – Where does the revenue for this event come from? Do you seek other sources of funding from Corporate/Foundation support, Federal or State grants/support, or other regional or local grants/support?

D4. Room Night Generation – How do you plan to track room night generation for your event?

D5. Data Collection Methods – Provide a detailed description of the methods used to collect *attendance data* for past events, and the methods you plan to use for the current event.

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

MARKETING BUDGET DETAILED – List all items in your marketing plan and the proposed costs of those items. Use the **check box** to specify items you are requesting funding for by the SLP Marketing Grant. Be sure to include the **complete marketing plan**, as well as any advertising for which you are not requesting funding in this application. Also, include any *in-kind* contributions and their full value, if available.

	Item Example: Country Roads Magazine, ¼ page, full color, Oct 2026 issue, \$745	Value/Total
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
☐		
	Total Marketing Budget	
	Amount Requested	

F. PROVIDER OF SERVICE

If you are not applying for website design or development, social media management, videography, or photography, please continue to section G.

**Create an attachment if you have multiple providers.*

Business: _____

Contact: _____

Phone: _____

Email: _____

Description of Services – Briefly describe the services to be provided. Create an attachment if necessary.

Anticipated date of completion: _____

Do you have the rights/permission to images used for this project? ☐ Yes ☐ No

G. SUPPLEMENTAL MATERIAL

1. Previous Marketing Supplemental Material – Include any additional material that will assist the Tourist Commission in evaluating the grant application. Ex: 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 8/7/2026**

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.
- ☐ 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.
- ☐ 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 (sarah.wise@cajuntravel.com), and I’ve printed a copy to keep for my own records.