



Logan County Chamber of Commerce 2017 Marketing Grant Application

The Marketing Grant is available for new and existing community friendly events that will take place in Logan County. It is designed to assist organizations in developing events that create media exposure, increase area economic impact, and generate awareness that Logan County is a year-round destination.

Please review the enclosed packet of information detailing parameters for eligibility.

Application Guidelines

- Funding should be requested for marketing, promotion and advertising expenses only; not for administrative, equipment, capital improvements or other costs.
- Applicants may request funding for only one event/project per calendar year and may not apply if they have received event sponsorship dollars from The Logan County Chamber during the same year.
- Applications must include the organization's total budget for the event or project.
- Applications may include relevant support materials.
- Organizations that receive a grant must submit a Final Report to be eligible to apply for future grants.
- Applications should be typewritten, clear and concise. You may recreate the questions in a document should you require more room than provided.

Grant Process

- All applicants who have not previously applied for a Logan County Marketing Grant are required to attend one informational meeting prior to submitting their application. The application form and judging criteria will be reviewed at this meeting and all questions will be answered.
Please contact Paul Benedetti 937-651-3030 to arrange a mutually convenient meeting time.
Meetings will be held at the Logan County Chamber of Commerce, 100 South Main St., Bellefontaine, OH
- Applications must be submitted at least 90 days prior to the event date.
- Applications are reviewed and scored by the Logan County Chamber Marketing Grant Committee and award amounts will be communicated to the applicant. Due to a limited amount of funds not all applicants are guaranteed an award and the amount of awards is also limited by the fund budget.
- A Final Report must be submitted to the Logan County Chamber for review within 30 days after successful completion of the event, project or program. If the event performed at the level presented on the grant application and all requirements were met, a check will be sent to the applicant within 30 days of receipt of the Final Report.

The application and final report forms should be sent to the attention of Erin Henry:

Logan County Chamber of Commerce
100 S. Main St. Bellefontaine, OH 43311
vp@logancountyohio.com

If you have any questions or comments, please contact:

Paul Benedetti, President/CEO
937-651-3030
ceo@logancountyohio.com

To ensure the success of your application

- Events must be held in Logan County
- Applications will be reviewed with the following items in mind
 - Quality of marketing plan
 - Newness of event
 - Sustainability of event
 - Stability of presenting organization
 - Quality and uniqueness of event

Basic Event Information

Name of Organization: _____

Name of Event: _____

Proposed Dates: _____

Event Contact: _____

Phone: _____ Fax _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Website Address _____

Description of Event

Please provide a description of the event and schedule. (Attach event brochure / flyer if available.)

Proposed venue(s): _____

Number of participants expected: _____ In-state: _____ % Out-of-State: _____ %

Event History

Please describe the growth and development of the event:

Previous Location (if applicable) _____

Dates: _____

Organizer: _____

Phone: _____ Email: _____

Did you work with a Visitors Bureau _____ Name _____

Event Budget

Please provide / attach an overall event budget, including expenses and projected income:

<u>Publication or Broadcast Outlet</u>	<u>Issue or Air Date</u>	<u>Distribution Location/ Circulation</u>	<u>Est. Cost of Advertising</u>
			\$
			\$
Total Marketing Expense			\$
Grant Funds Request (cannot exceed \$500)			\$

*List all additional marketing efforts as part of the event’s overall marketing plan. Use additional page if necessary.

Do you have a press release? _____ (If [Yes], please attach.)

Will there be media coverage at the event? _____ (If [Yes], please list.)

Final Information

How will Logan County be represented in your promotions for this event?

Are you seeking or currently have other sponsors? If so, please name _____

“By signing this application, the applicant agrees to fully indemnify and hold harmless the Logan County Chamber of Commerce (including its agents, employees and officers) from all loss, liability, or claim for any accident, injury or damage which results from, arises out of, or is connected in any way to the above referenced event.”

Signature of Applicant

Title

Date