

**Darke County Visitors Bureau
2012 Tourism Grants Program
APPLICATION FOR FUNDING**

Please complete all information by typing your answers.

Handwritten applications will not be accepted.

Name of special event or program: _____

Date of special event or program: _____

Name of Organization applying for grant: _____

Contact Person / Title: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Federal Tax ID#: _____

Please attach a list of the board of trustees (directors) for the applying organization, if applicable.

SPECIAL EVENT, PROJECT OR PROGRAM

Please attach a narrative response to each question listed in this section. Response should be no more than one typed page.

1. What is the location of the special event or program for which you are applying?

2. Describe special event or program in a brief narrative, including outline of the goals of the event, economic impact of this tourism event on Darke County, how impact results will be measured, anticipated attendance/participants this year, estimation of the number of people who will come from more than 50 miles to attend/participate, estimation of the number of overnight stays for attendees/participants.

MARKETING, ADVERTISING AND PROMOTION

Response should be no more than one typed page.

1. Outline of your 2012 Marketing Plan with costs.
(Marketing plan should include but be not limited to print, radio, tv, website, social media, enewsletter, brochure, distribution, etc.)

- Outline of plan to target areas **outside** Darke County.
- Outline of plan to get visitors to **stay over night** in Darke County.
- Explanation of the manner in which flyers, posters and/or brochures may be distributed.
- Explanation of the manner in which mailings may be used (number, distribution).
- Explanation of where Tourism Grant funds will be directed.
- Explanation of how traditional and social media will be utilized.

The final report must include information covering the cost of marketing, advertising and promotion that was funded by this grant, as well as samples of the promotional efforts and publicity.

All grant recipients will credit the Darke County Visitors Bureau for their support by using the bureau’s website www.VisitDarkeCounty.org and copy that states “Supported by a grant from the Darke County Visitors Bureau.” in all printed materials and media.

Participant Name: _____

Contact’s Signature: _____

Print Name: _____ Title: _____ Date: _____

Board Officer’s Signature: _____

Print Name: _____ Title: _____ Date: _____

All applications must be in the Darke County Visitors Bureau office by **December 1, 2011**.

Please mail or deliver to:

**Tourism Grants Program
Darke County Visitors Bureau
537 S. Broadway, Suite 203
Greenville, Ohio 45331**