



## **Event/Attraction Marketing Grant**

### **Program Overview:**

The Daviess County Visitors Bureau is pleased to announce a grant program designed to support local non-profit organizations in their event marketing and advertising efforts. This initiative aims to enhance community engagement, promote local events, and boost tourism in Daviess County. Eligible non-profits can apply for funding up to \$3,000 to help cover marketing and advertising expenses for events that align with the mission of the Visitors Bureau.

### **Objectives:**

- To support local non-profit organizations in promoting events that benefit the community
- To increase attendance at local events, thereby enhancing community spirit and economic vitality
- To raise awareness of Daviess County as a vibrant destination for residents and visitors

### **Eligibility Criteria:**

To be eligible for this grant program, applicants must meet the following criteria:

1. A non-profit organization (501(c)(3) located in or serving Daviess County.
2. Have a clear marketing plan for a specific event that will take place within the current fiscal year
3. Demonstrate the potential for the event to attract local participants and/or visitors to Daviess County
4. Funded activities must be completed within the 2025 calendar year

Radio advertisements do not qualify for this grant because of the sponsorship of the daily segment, "The Drive Around Town," by Shake Broadcasting. We encourage all event coordinators to post your events on our website, where they will be announced on air at no cost.

### **Grant Amount:**

Grant funding will be available for up to \$3,000 per event or organization. Applicants may request funding for specific marketing and advertising expenses, including but not limited to:

- Digital marketing campaigns (social media ads, website promotions)
- Print materials (flyers, posters, brochures)
- Event signage
- Public relations efforts (press releases, media outreach)
- Other promotional activities that effectively reach the target audience

## Application Process:

1. Submission: Interested organizations must complete the Advertising Assistance Grant Application Form, available on the Daviess County Visitors Bureau website.
1. Project Proposal: Applicants must submit a detailed proposal that includes:
  - a. A description of the event, including its purpose and target audience.
  - b. A budget detailing how the grant funds will be utilized.
  - c. Evidence of community support or partnerships (if applicable).
  - d. A plan for measuring the event's success and impact on the community.
2. Review: Applications will be reviewed by the Daviess County Tourism Commission. Criteria for selection will include the quality of the marketing plan, potential impact on community engagement and tourism, and the feasibility of the proposed budget.
3. Deadline: Applications must be submitted by May 31, 2025. Late submissions will not be considered for the 2025 calendar year.
4. Notification: Successful applicants will be notified by June 30, 2025, and will be required to sign a grant agreement outlining the terms and conditions of the funding.
5. Reporting: All grantees are required to submit a final report within 30 days after the event. The report should include:
  - a. A summary of the event, including attendance and participant feedback
  - b. A financial report detailing how grant funds were utilized with receipts
  - c. Photographs and promotional materials from the event (if available)
6. Agreement: All grantees will be required to sign an agreement outlining the specific requirements and expectations associated with the funding they receive. By signing the agreement, grantees acknowledge their commitment to adhere to the stipulated guidelines, ensuring transparency and accountability in the use of funds.

## Contact Information:

For questions about the Event Assistance Grant Program, please contact:

Daviess County Visitors Bureau

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This grant program represents an opportunity for local non-profits to enhance their visibility and impact through effective marketing and advertising. The Daviess County Visitors Bureau is committed to fostering a vibrant community and looks forward to supporting events that enrich the lives of residents and visitors alike.