



Currituck County Department of Travel & Tourism
Application for Event Marketing Assistance

The purpose of the Event Marketing Assistance Program is to assist Currituck County community groups, non-profit organizations, and tourism-related businesses in promoting and marketing tourism and culturally-related events and activities. The program does not provide direct financial assistance in event promotion, but has Tourism Department staff working with approved event organizers in seeking free advertising (public service announcements) in such outlets as websites (social networks), newspapers, television stations, radio stations and other media. Events (collectively) will also be promoted through paid advertisements based on available funds, event size, and other factors. In order to be approved for this program, events must be held in Currituck County, and the majority of the attendees must be from outside of the County. Primary consideration will be given to projects that enhance the long-term growth of the tourism industry and have the greatest potential for positive economic impact on the local economy.

Note: A separate application must be completed for each tourism related event and must be received a minimum of sixty (60) days prior to the event so that the Currituck County Tourism Department will have sufficient time to provide marketing assistance.

Organization Name: _____

Contact Person: _____

Phone Number: _____ E-mail: _____

Mailing Address: _____

Title of Event: _____ Date of Event: _____

Location of Event: _____

Operating Hours of Event: _____

Admission cost: _____

Will food be sold? _____ If so, who will prepare the food (name of vendor)? _____

Have you obtained the necessary permits from the Health Department? _____

How will proceeds from the event be spent? _____

Number of Attendees: use the attendance number from the previous year; if this is a first year event, estimate the number of people expected to attend: _____

Explain the event, how it will attract visitors and tourists from outside Currituck County, and enhance the long-term growth of the travel and tourism industry (attach an additional sheet if necessary):

Initialing and signing below signifies that you have read and agree to the following statements:

I understand that the Currituck County Tourism Department must approve my application. _____

I understand this is an application for event marketing assistance only and that Currituck County employees will not be responsible for the planning or organizing said event. _____

I understand that no funds will be awarded to my business/organization and that the Tourism Department will market my event as they see fit. Promotions may include: print, online, television and/or radio advertisements. The level of promotion assistance will be based on the estimated number of attendees. _____

I understand that my event may be promoted in conjunction with other upcoming events. _____

I understand that the event must follow all county and state ordinances, including Health Department regulations. In addition, the event must meet the guidelines of the Travel and Tourism Department, including: no nudity, drunkenness, lewd behavior, or profanity on promotional materials or at the event. _____

I agree to submit a written summary (at least 100 words) describing how the *Event Marketing Assistance Program* benefitted my event (including the total number of attendees) to the Currituck County Tourism Department within thirty (30) days of my event. Failure to submit a summary in the allotted time may impact future event marketing assistance. _____

APPEALS:

- An appeal may be made to the Tourism Advisory Board. It must be submitted no later than 30 days after denial. Appeals will be considered at the next regular scheduled meeting of the Tourism Advisory Board. Mail to: Currituck County Department of Travel & Tourism, Attn.: Marketing Assistance Appeal, P.O. Box 39, Currituck, NC 27929.

Applicant Signature

Applicant Printed Name

Date

Return application to:

Currituck County Tourism Department
Attn.: Promotions & Events Coordinator
Post Office Box 39
Currituck, NC 27929
Fax: 252-435-2996
Phone: 252-435-2938

OFFICE USE ONLY:

Application Received _____

Approved ____

Denied ____

Comments _____

Director's Signature: _____