



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):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

