



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 ninety (90) days prior to the event so that the Currituck County Tourism Department and the Tourism Advisory Board 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? _____

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

How will proceeds from the event be spent? _____

Total Funds Requested* (see list below for maximum funding amount): \$ _____

*All applicants will be considered first year applicants as of July 1, 2014)

Non -Profit Organizations

Level I - Attendees up to 100 people:

\$500 first year

\$300 second year

\$200 years three and thereafter

For Profit Organizations

Level I – Attendees up to 100 people:

\$500 first year

\$300 second year

\$200 years three through five

Level II - Attendees up to 300 people:
\$1,000 first year
\$500 second year
\$250 years three and thereafter

Level II - Attendees up to 300 people:
\$1,000 first year
\$500 second year
\$250 years three through five

Level III- Attendees up to 500 people:
\$1,500 first year
\$1,000 second year
\$ 500 years three and thereafter

Level III- Attendees up to 500
\$1,500 first year
\$1,000 second year
\$ 500 years three through five

Level IV- Attendees over 500 people:
\$2,000 first year
\$1,500 second year
\$1,000 years three and thereafter

Level IV-Attendees over 500 people
\$2,000 first year
\$1,500 second year
\$1,000 years three through five

Describe how funds will be spent. You must account for the exact dollar amount you are requesting. Attach copies of contracts, insertion orders, or written estimates from media sources to this application.

Media Source: _____
Funds Requested: \$ _____ Publication Date(s): _____
Ad Size: _____

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Ad Size: _____

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Funds Requested: \$ _____ Publication Date(s): _____
Ad Size: _____

Other Project Expenses (examples: printing of posters or flyers, electronic-marketing):

Vendor: _____
Item(s): _____
Funds Requested: \$ _____

Vendor: _____
Item(s): _____
Funds Requested: \$ _____

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

I understand that the Currituck County Tourism Advisory Board and the Tourism Development Authority must approve my application. _____

I have read and agree to abide by the Support of Funds Program Guidelines. I acknowledge that by failing to comply with any of the program's guidelines, I will forfeit the awarded funds. _____

I understand that no funds will be awarded to reimburse me for advertising money already spent. _____

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 advertisement. The level of promotion will be based on the estimated number of attendees and year of funding. _____

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

I understand that my event, publications and ad contents 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 will credit the *Currituck County Department of Travel and Tourism* in all advertising funded through the Support of Funds Program. (Sample wording: "This ad sponsored in part by the Currituck County Department of Travel & Tourism." _____

I will submit tear sheets and copies of printed materials within 60 days following my event. _____

I agree to refund Currituck County for Support of Funds monies spent should the event be cancelled for any reason other than inclement weather (e.g.: Applicant fails to meet the requirements of a Special Use Permit; applicant chooses to cancel the event.) _____

I will submit a written summary (at least 100 words in length) describing how the Support of Funds Program assisted my event in attracting attendees from outside of the area (include the approximate total number of attendees) and how the event will enhance Currituck County as a travel destination. I will submit this summary to the Department of Travel & Tourism Director within thirty (30) days after my event. Failure to submit a summary in the allotted time may have an impact in the applicants' future awarding of funds. _____

Notes:

- Applications must be received at least thirty (30) days prior to the Tourism Advisory Board meeting in which the application will be reviewed. Applications are reviewed ONLY at the Board's quarterly meetings (November, February, May, and August).
- Approved applications are then submitted to the Tourism Development Authority for final approval. (meetings are twice a month)
- Funds are awarded annually per APPLICANT, not per event.

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, 106 Caratoke Hwy., Currituck, NC 27929.

Applicant Signature

Applicant Printed Name

Date

Return application to:

Currituck County Tourism Department
Attn.: Promotions & Events Coordinator
106 Caratoke Hwy
Moyock, NC 27958
Fax: 252-435-2996
Phone: 252-435-2938

OFFICE USE ONLY:

Application Received _____

APPROVED/DENIED BY THE DIRECTOR OF TOURISM

Director

Date

APPROVED/DENIED BY THE TOURISM ADVISORY BOARD (if applicable)

Chairman

Date

Revised July 1, 2014