



Currituck County Department of Travel & Tourism

**Application for Event Marketing Assistance
(Support of Funds)**

The purpose of the Support of Funds 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. Please refer to the Event Marketing Assistance Guidelines for rules and eligibility requirements.

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? Yes No

If "Yes," who will prepare the food (Vendor(s) Name)? _____

Have you obtained the necessary permits from the Health Department? Yes No

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

For Profit Organizations

Level I - Attendees up to 100 people:
\$500 first year
\$300 second year
\$200 years three and thereafter

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

In what areas (geographic) are you planning to market with your advertisements? (media, print, radio, etc.) _____

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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Funds Requested: \$ _____ Publication Date(s): _____
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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 Department of Travel and Tourism must approve my application if application is for \$1,000.00 or less, and, if the application is over \$1,000.00, the application must be approved by the Tourism Advisory Board and subsequently, the Tourism Development Authority _____

I have read and agree to abide by the Event Marketing Assistance 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 a signed and dated Event Marketing Assistance Program Guidelines form must be submitted with my application. _____

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

I understand that no funds will directly be awarded to my business/organization. The Tourism Department will pay the indicated vendors once invoices are received. Promotions may include: print, online, television and/or radio advertisements and printed materials. The level of promotion will be based on the estimated number of attendees and year of funding as shown above. _____

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

The Tourism Department may further market my event in-house at no additional cost to me or my organization. _____

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 be family-friendly and meet the guidelines of the Travel and Tourism Department that include: no nudity, drunkenness, lewd behavior, lewd graphics or profanity on promotional materials, digital/online and social media outlets 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/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 exceeding \$1,000.00 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 (held in November, February, May, and August). Please call the Tourism Department at 252-435-2947 for next scheduled Tourism Advisory Board meeting.**
- **Funds are awarded annually per APPLICANT/ORGANIZATION, not per event.**

APPEALS:

An appeal may be made to the Tourism Advisory Board if an application is rejected. 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.: Event 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