

**Advertising & Marketing Application Check List of Required Items:**

The following items to be included with the application form:

- | | |
|--|---|
| ☐ Completed Bid Sheet & Bids | ☐ Project Narrative |
| ☐ Detailed Marketing Plan | ☐ Summary of Promotional Items |
| ☐ Detailed Budget/Spending Plan | ☐ 12 Copies of Completed App. |

ADVERTISING & MARKETING APPLICATION

Applicants that need to advertise to bring out-of-county attendees and participants to an event may qualify for an advertising & marketing grant.

Applicant Information

Organization Name: _____
Mailing Address: _____
City/State/ZIP: _____
Phone: _____
Email: _____

Type of Organization:
☐ WY non-profit 501 (c) 3 tax id #
☐ WY non-profit (not 501(c) 3) Code section of exemption: _____
☐ Government Entity

Event Information

Event Name: _____
Type of Event: _____
Primary Contact: _____
Location of Event: _____
Date(s) of Event: _____
Projected Attendance: _____
Do you require membership in your organization for individuals to participate? ☐ Yes ☐ No

Est. # of out-of-county participants staying overnight: _____
Arrival Date: _____ Departure Date: _____
Total est. # of room nights generated by this project: _____
(Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).
Will this be an annual event in Sweetwater County? ☐ Yes ☐ No
Has the event been in Sweetwater County before? ☐ Yes ☐ No
If yes, how many out-of-county participants came last year? _____

Advertising & Marketing Information

Amount Requested: \$ _____
Total Event Budget: \$ _____
Has the T&T funded this project in the past? ☐ Yes ☐ No
If yes, number of times: _____
Total funding received from T&T to date: \$ _____
How will the event proceed if not funded by the T&T?

What on-site recognition will be provided for T&T?
☐ T&T banner at event site (required; provided by T&T)
☐ T&T logo on printed materials (required, if funded by grant), link to our website on any electronic materials/registration
☐ 2 event tickets for T&T (required)
☐ Reader board recognition
☐ Public address announcements for T&T
☐ Other: _____

How will you promote out-of-county attendance/participation?

Total budgeted for out-of-county promotion: \$ _____

How will you promote in-county attendance/participation?

Total budgeted for in-county promotion: \$ _____

Advertising & Marketing Grant funds will be used for:

- ☐ Brochures *(3 bids required)
- ☐ Posters & Promotional Flyers *(3 bids required)
- ☐ Postage (out-of-county mailings)
- ☐ Billboards
- ☐ Magazine Advertising
- ☐ Newspaper Advertising
- ☐ Radio Advertising
- ☐ Television Advertising

*A minimum of 3 competitive bids from qualified vendors must be included with the grant application for projects that require printing fees and/or production costs (see Bid Summaries section on page 2)

Note: Payment reimbursement is based on approved items from the check list above

Signature: _____

Date: _____

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is 20 Business days prior to Grant Hearing.

For Completion by T&T Staff

Estimated Total Economic Impact: \$ _____

Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.



SWEETWATER COUNTY TRAVEL & TOURISM BOARD
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ADVERTISING & MARKETING APPLICATION

Bid Summaries

Please list the following details for each bid received:

Bid Item #1:

Bid #1

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #2

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #3

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid Item #2:

Bid #1

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #2

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #3

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid Item #3:

Bid #1

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #2

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

Bid #3

Vendor Name: _____

☐ In-County Vendor ☐ Out-of-County Vendor ☐ Preferred Vendor

Price Per Item: _____ **X** # of Items: _____ = Total Cost of Items: \$ _____

*Please copy this page to list additional bid items