ExploreWY
ROCK SPRINGS & GREEN RIVER
SWEETWATER COUNTY TRAVEL & TOURISM BOARD

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/Sate/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?

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: $ _____

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: _____

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 <u>20 Business days</u> 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
1641 Elk Street Rock Springs, WY 82901 Ph: 307.382.2538

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