

Advertising/Promotion Grant Program
Overview of Quality of Life Events
Rev: 9/14/12

Columbus/Lowndes Convention and Visitors Bureau
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The mission/goal of the Columbus/Lowndes Convention and Visitors Bureau (CVB) *Advertising/Promotion Grant Program* is to fund **Quality of Life Events** (not conventions or sporting events) of two (2) or more consecutive days in Columbus and Lowndes County for maximum economic impact. **A Quality of Life Event is not required to draw visitors from greater than 100 miles outside Columbus.**

The Columbus/Lowndes Convention and Visitors Bureau, CVB, will decide on a case by case basis the potential economic return with funding based solely on this potential. **A maximum of \$8,000** will be awarded to any specific event although awards may be lower. **Any of the amount funded by the CVB may be used for entertainment.**

Only non-profit organizations that are registered with the MS Secretary of State's office or governmental organizations may apply.

Information on nonprofit status:

http://www.sos.ms.gov/business_services_nonprofit.aspx

STEP 1: Completing the Application:

Please provide as much information as possible in response to each question on the application with a complete line item budget. Your budget must include a list of all projected revenues and expenses. If you have any questions regarding filling out the application please, contact the CVB at (662) 329-1191 or come by our office. An incomplete application will NOT be considered for funding.

STEP 2: If You Have Been Funded

The organization receiving funding must recognize the CVB by including "Sponsored by the Columbus/Lowndes Convention and Visitors Bureau" and the CVB logo, supplied by the CVB, on all broadcasts, printed materials, printed ads and brochures. The CVB has access to discounted advertising rates and experience in marketing and advertising events, if needed.

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Items Eligible for Funding:

- A. Magazine, billboard, newspaper, radio, television, web banners and internet ads
- B. Print or Ad production
- C. Printing and postage of promotional materials
- D. Entertainment

Funding Schedule:

- A: Fifty percent (50%) of the approved funding may be issued before the event.
- B: Any remaining qualified funding or available approved funds will be issued based on the project clearance report with appropriate receipts and cancelled checks.
- C: All grants must be completed within 90 days of the event, or the balance of funding may not be paid.

STEP 3: Event is Over

A project clearance report and line item budget detailing Budget vs. Actual, provided by the CVB, must be completed within 90 days after the event detailing all income, expenditures, and potential economic impact. Grantee will take responsibility that this document is certified to be true and correct. **Cash payments and receipts are NOT reimbursable.** This document is mandatory for consideration of future funding and any remaining Grant payment. The use of CVB forms is mandatory. These forms will be available online or in the CVB office.

The CVB requires copies of all advertising/promotion materials, brochures, flyers and web pages with the CVB logo. Additionally, copies of invoices, purchase orders, cancelled checks, and a revenue/expense report are required.

No funds will be paid by the CVB if proper documentation is not provided. The award amount approved by the board is a maximum amount ONLY, and there is no guarantee the total amount will be issued.