

Advertising/Promotion Grant Program

Guideline

Rev: 12/01/2011

The Columbus/Lowndes Convention and Visitors Bureau
117 3rd Street South/ P.O. Box 789 / Columbus, MS 39703
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The mission/goal of the Columbus/Lowndes Convention and Visitors Bureau, **Advertising /Promotion Program** is to promote visitor events in Columbus and Lowndes County for maximum economic impact. The event should draw visitors from greater than 100 miles of Columbus to stay in our hotels, eat in our restaurants and shop in our stores.

The Columbus/Lowndes Convention and Visitors Bureau, CCVB, will decide on a case by case basis the amount of potential economic return with funding based solely on this potential.

Grant funds must be exclusively used for preapproved Advertising and Promotion expenses detailed in your application and later approved by the Director. A maximum of \$15,000 will be awarded to any specific event although most awards may be much lower. Grant awards cannot exceed 25% of your total budget. In addition, 70% of your Advertising/Promotion Grant must be spent for Advertising and Promotion for visitors from greater than 100 miles of Columbus.

Example: *Your event has a total budget of \$10,000 of which \$2,000 is for Advertising and Promotion. The maximum amount this program could award would be limited to the lesser amount of 25% of \$10,000 (total budget) = \$2,500 and your Advertising/Promotion budget which is \$2,000. The maximum potential award is \$2,000. If awarded \$2,000, 70% or \$1,400 would need to be spent for Advertising/Promotion for visitors from greater than 100 miles of Columbus and the balance of \$600 could be spent for other Advertising/Promotion.*

Ineligible for use of Advertising/Promotion Funds

- A. One (1) day Events, Concerts or Festivals
- B. Salaries or personnel expenses (travel, hotel rooms, or meals)
- C. Operating/administrative expenses, or rental expense
- D. Any advertising placed after an event
- E. Advertising placed without the Columbus Convention & Visitors Bureau logo
- F. Charitable donations
- G. Building or structural expenses or rental of space or equipment
- H. Cash prizes or awards
- I. Convention and Sporting events
- J. Food
- K. 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

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All grant applications must be completely filled out and submitted to the Columbus/Lowndes Convention and Visitors Bureau by: December 19, 2011 and will be presented at the Board Meeting on January 23, 2012 with the award decision occurring at the Board Meeting on February 20, 2012.

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 projected revenues and expenses and your Advertising and Promotion plan in detail. If you have any questions regarding filling out the application please contact us at (662) 329-1191 or come by our office. An incomplete application will NOT be considered for funding.

STEP 2: Presentation to CCVB Board of Directors:

We require that anyone who submits an application for the grant program make a presentation to the CCVB Board of Directors. The presentation shall not exceed 15 minutes. The presentation should include all pertinent information relating to the grant application. The following are examples of information your organization may want to present to the CCVB Board of Directors.

- A. Marketing and Advertising Plan
- B. How will this event promote tourism?
- C. What makes your event special?
- D. Estimates of attendance and tourism impact
- E. How can you prove your claims?

After presentation to the CCVB Board of directors on Jan 23, applications will be discussed and tabled to the next Board of directors meeting on Feb 20 and voted on at that time.

STEP 3: If You Have Been Funded

The organization receiving funding must recognize the CCVB by including the following statement on broadcasts and printed materials: ***“Supported by the Columbus/Lowndes Convention and Visitors Bureau”***. A logo will be supplied for all printed ads and brochures. **Those items eligible for funding include: magazine, billboard, newspaper, radio and television ads, print ad production, printing and postage of promotional materials.**

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The CCVB has access to discounted advertising rates and experience in marketing and advertising events. The CCVB may require modifications to your advertising and promotion plan. All advertising and/or printed materials, paid for by the marketing grant, must be approved by the Executive Director of the CCVB **before** they are printed or published.

Funding Schedule:

A: Up to Fifty percent (50%) of the approved funding will be issued before 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.

STEP 4: Event is Over

A project clearance report, provided by the CCVB, 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. The document is mandatory for consideration of future funding. **The CCVB requires copies of brochures, flyers, all advertising/promotion materials, original invoices, purchase orders, cancelled checks, a revenue and expense report and web pages with the CCVB logo.**

If a project clearance report is not received within 90 days after the event, the event will not be eligible for balance of funding and consideration of future funding may be affected.

No funds will be paid by the CCVB for items not preapproved and/or proper documentation provided. The award amount approved by the board is a maximum amount ONLY and there is no guarantee the total amount will be issued.