

**Advertising/Promotion Grant Program  
Overview of Tourism Events**

Rev: 9/12/2012

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 promote **Tourism Events** (not conventions or sporting events) of two (2) or more consecutive days in Columbus and Lowndes County for maximum economic impact.

**Each day, 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, CVB, will decide on a case by case basis the potential economic return with funding based solely on this potential. The CVB reserves the right to conduct an economic impact survey.

Grant funds can only be used for preapproved Advertising and Promotion expenses detailed in your application and approved by the CVB Director. All advertising must run before the close of the event and must contain "Sponsored by the Columbus/Lowndes Convention and Visitors Bureau" and the CVB logo. A CVB banner, provided by the CVB, must be used during the event. **A maximum of \$15,000** will be awarded to any specific event although awards may be lower.

**Twenty-five percent (25%) of your Advertising/Promotion Grant funding must be spent for Advertising and Promotion for visitors from greater than 100 miles of Columbus. In addition, a maximum of twenty-five percent (25%) of the total amount funded by the CVB may be used for entertainment. In-kind expenses can be counted toward the total of Advertising and Promotions.**

**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](http://www.sos.ms.gov/business_services_nonprofit.aspx)

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**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 and your Advertising and Promotion plan in detail. 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 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.

**Items Eligible for Funding:**

- A. Twenty-five percent (25%) of CVB funded amount must be used for Advertising/Promotion for visitors from greater than 100 miles of Columbus (Magazine, billboard, newspaper, radio, television, web banners and internet ads)**
- B. Print or Ad production**
- C. Printing and postage of promotional materials**
- D. A maximum of twenty-five percent (25%) of CVB funded amount may be used for Entertainment**

The CVB may require modifications to your advertising and promotion plan. All advertising and/or printed materials, paid for by the Advertising/Promotion Grant Program, must be approved by the Executive Director of the CVB before they are printed or published.

**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.**

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**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 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.