

Grant Application

Name of Event: Memphis BBQ Invitational

Date of Event: March 6-9, 2013

Contact Person: Mike Law

Amount received last year: \$0 (new event)

Amount requested this year: \$14,950

Amount requested is **52%** of the proposed budget.

Marketing/Advertising is **13%** of the proposed budget.

Entertainment is **39%** of the proposed budget.

Comments:

Memphis Barbeque Network National Invitational:

Asking for \$14,950.00

25% of \$14,950.00 = \$3,737.50

Eligible items listed on the line item budget:

Total Advertising \$11,200.00 (\$3,737.50 of this must be spent to draw from 100 miles away.)

Entertainment \$ 3,750.00 (Only \$3,737.50 of this is eligible to be funded by the CVB.)

\$11,200.00 (eligible promotional expenses) + \$3,737.50 (eligible entertainment amount) = \$14,937.50

Memphis Barbeque qualifies to receive \$14,939.50 based on their proposed budget. They also show that they plan a profit of \$4,050.

COLUMBUS/LOWNDES CONVENTION & VISITORS BUREAU (CVB)
Tourism Event Advertising/Promotion Grant Program

Phone: 662-329-1191
Fax: 662-329-8969
Email: ccvb@columbus-ms.org

117 3rd Street South
P. O. Box 789
Columbus, MS 39703

Grant Application for Tourism Event

Project/Event Name: Memphis Barbeque Network National Invitational
Dates of Project/Event: MAR 6-9, 2013
**Non-Profit Name: Roast n' Toast
**Non-Profit Number: 706/190
****Attach current Secretary of State filing for 501(c)(3).**
Contact Name: Mike Law Title: Vice-President
Mailing Address: P.O. Box 1403 Columbus, MS 39701
Email: MIKE.LAW724@gmail.com Phone: 549-5054 Fax: _____
Amount Requested: \$ 14,950

NOTE: A line item budget must accompany this application.

1. Please give a brief description of the project/event:
This is an invitational contest for all of the GRAND PRIZE winners of the weekly events throughout 2012. Also, winners of other organized cooking circuits are being invited.
2. What is the location of the event? Columbus Fairgrounds
3. What is the anticipated number of visitors who will attend (based on past figures)? 1500
 - a. How many visitors from outside a 100 mile radius? 500
 - b. What is the method which will be used for measuring visitor attendance (survey, interview, etc.)?
Ticket sales at gate.
4. How does this project/event contribute to Columbus/Lowndes County? How is this project/event special from other projects?
We will have 50-60 teams competing, averaging 4 people per team - 240 and 150 visitors - most of these people will be staying at our hotels and visiting restaurants and retail establishments for the 4 days. This event will become an annual event when we are successful.

Grant Application for Tourism Event

5. Please give a brief summary of your Advertising Plan (dates, times and types of advertising). **Please note you will need to meet with the Director to discuss your Advertising Plan and to have it preapproved before placing your advertising.

we will begin advertising the event 30 day ahead of time.
we will use Comcast Fox Cable - WCBI - Commercial Dispatch - Packet - Real Story - Radio - and Billboards

6. If your organization has performed a market survey, please describe your demographic audience and/or additional findings:

we have not

NOTE: The use of CVB forms is mandatory.
(Forms will be available online or in the CVB office.)

On behalf of the organization identified on this application, I do hereby certify that the submitted application has complied with the Advertising/Promotion Grant Program guidelines of the Columbus/Lowndes Convention & Visitors Bureau, and the information is true and accurate.

Material created through this grant must be used to encourage tourism in Columbus/Lowndes County, must contain the statement "Sponsored by the Columbus/Lowndes Convention & Visitors Bureau" and carry the CVB logo.

Should I fail to administer all aspects of the guidelines, I further understand the grant may be revoked.

Name of Applicant: Mike Law

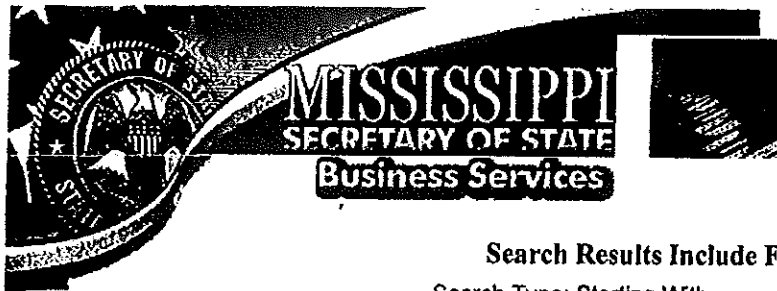
Title: VICE-PRESIDENT

Signature: [Signature]

Date: 11/15/12

Please deliver the grant application and all attachments to:

Columbus/Lowndes Convention & Visitors Bureau
117 3rd Street South
Columbus, MS 39703



Search Results Include Filings Through 11/13/2012 12:00 AM

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Search Type: Starting With Search Criteria: Roast-n-Boast
 Search Date: 11/15/2012 Search Time: 15:26

Click on the Business Entity Name or Charter Number to view more information.

Business Entity Name	Business ID	Type	Status	Entity Creation Date
ROAST-N-BOAST, INC.	706190	Non-Profit Corporation	Good Standing	8/24/2001

Records Returned 1 to 1



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Due to the use of DHTML and Java, this Web site is optimized for Microsoft Internet Explorer 5+ or Netscape 6+.

Memphis BBQ Network National Invitation

Gate Fee \$10.00 Arts & Crafts and all rides

Other Cities: Tunica, MS, Macon GA., Southaven, MS