



MONTGOMERY COUNTY VISITORS & CONVENTION BUREAU 2017 COOPERATIVE MARKETING GRANT PROGRAM

The Montgomery County Visitors & Convention Bureau has developed a Cooperative Marketing Grant Program open to any tourism related business or event that advertises outside the county and meets the established program criteria.

This effort will leverage the Montgomery County VCB marketing funds while assisting businesses and events in individual marketing efforts. The source of funding for this program is the county Innkeepers Tax.

For the 2017 calendar year, \$10,000 has been designated for this effort. Once those funds are exhausted, no additional funds will be available until the following year, providing the budget allows. Cooperative Marketing Grant requests are evaluated by the MCVCB Management Team and Board of Directors.

Cooperative Marketing Grant Criteria:

- Individual Montgomery County tourism based businesses or events can apply for a 50/50 match/reimbursement toward **paid advertising** for markets outside of Montgomery County (100 miles or more).
- Participating businesses or events make the decision where to put marketing message(s), in what target or geographic markets, at what level, etc.
- The participating businesses or events must provide in their paid advertising space the following: ***Sponsored by Visit Montgomery County*** www.moconow.info ***or, For Area Information go to*** www.moconow.info
- The Cooperative Marketing Grant program is not for the printing of brochures or flyers, rack cards or other printed materials.
- The maximum cooperative match is \$800 per qualifying business or event during the calendar year January – December.
- All reimbursement requests must be received by **December 1st** in order to be reimbursed under the current 12 month cycle.
- This program is not guaranteed to continue year after year and is dependent on the amount of budgeted innkeepers tax collections for the year and the allocation by the Montgomery County Convention & Visitors Commission.
- Cooperative Marketing Grant funds are awarded on a per project basis. For each marketing effort made by the business, a new form must be submitted along with a sample of the advertisement, invoice and proof that the invoice has been paid in full.

Marketing efforts that do **NOT** qualify for the Cooperative Marketing Grant Program are:

- Local radio stations, however if the majority of the air-span of the radio station reaches 100 miles or more, it will qualify.
- Printed flyers, brochures, rack cards, coupons or other printed material
- Local newsprint. **Remember, the MCVCB is funded by innkeeper's tax only; efforts must be placed in increasing either length of stay or creating a new overnight visitor.**

REQUEST FOR FUNDS - 2017

Business/Organization: _____
(check payable to)

Address: _____

Contact Person: _____

Phone: _____ E-mail: _____

Website Address: _____

Signature: _____ Date: _____

Please attach the following items.

- A description of your business or event (no more than one page).
- A description of the advertising plan/publication, target markets and timeline.

If you are unclear whether any marketing effort you are considering qualifies for the program, please contact MCVCB staff at request@visitmoco.com or 765-362-5200.

Reporting and Reimbursement

The MCVCB Cooperative Marketing Match will be paid on a reimbursement basis only. Reimbursements of up to 50% of the cost of your advertising will be made within thirty days after receipt of:

- 1) Copies of invoices,
- 2) Copies of check(s) or credit card receipts used for payment,
- 3) Copy of advertising proof or actual printed publication.

Send this Request for Funds and all supportive materials to:

Montgomery County Visitors & Convention Bureau
218 E. Pike Street ● Crawfordsville, IN 47933 ● 765-362-5200
request@visitmoco.com