

# Saguache County Tourism Council

## Advertising Grant Application

The Tourism Council offers a \$750 grant to support **advertising** by organizations and groups that sponsor community events that are open to the public in Saguache County. A grant request over \$750 may qualify for a match of up to 50% of the proposed marketing plan, up to a maximum amount of \$1,500. (For example, if your proposed marketing expenses will be \$2,400 you may request \$1,200. If they will be \$3,000 or more, you may request \$1,500.)

INSTRUCTIONS: Fill out this form completely and email it to: [info@mystic-colorado.com](mailto:info@mystic-colorado.com), or return it to Saguache County Tourism Council, P. O. Box 176, Saguache, Co 81149. You may also drop it off in the Clerk's Office at the Saguache County Courthouse. Grants are subject to the approval of the Tourism Council and are given on a first-come first-served basis until funds run out. All grants will be considered at the next Tourism Council meeting which is generally held on the second Tuesday of each month.

### Basic Information

Group or Organization Name: \_\_\_\_\_

Event Name: \_\_\_\_\_ Date(s) of event: \_\_\_\_\_

Short Description of Event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Amount of Grant Request: \$ \_\_\_\_\_ Explanation: \_\_\_\_\_

\_\_\_\_\_

Check to be issued to: \_\_\_\_\_

### Contact Person Information

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

## Advertising Plan Details

Name(s) of advertiser(s) you plan to use: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Cost of the ad(s) you want to run: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

For print ads, provide text plus a simple sketch or ad copy if available. For radio ads explain the ad content or provide the script. Attach additional pages if you need more room.

**When you purchase advertising be sure you get and save a receipt or invoice. You will need to submit a copy of the ad and documentation of your expenditure to the Tourism Council to be eligible for future ad grants.**

Additional comments and considerations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sketches or visuals if applicable: