

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, 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. **All recipients must provide proof of the event as well as proof of advertising expenses within three months of the event date.**

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, and the cost of the ads you plan 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 must 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: