



Dunn Area Tourism Authority Special Events & Marketing Grant Funds Guidelines (*NOT TO EXCEED \$5,000*)

Description of the Program

The Dunn Area Tourism Authority supports the marketing efforts of organizations hosting festivals and events within the Dunn Area with the potential for positive economic impact and to projects that promote travel from areas more than 50 miles distance. To be true to our mission to attract and serve visitors to the area, marketing funds for festivals and events must be used to advertise the event to attract day-trippers and overnight stays in area hotels. Although not all events generate overnight attendance, we encourage organizers to partner with area hotels, restaurants, retail and attractions to cross-promote, create packages, and build relationships among the tourism industry in the county.

Community Events:

All community events and major festivals are eligible up to \$5000 in support and should not exceed 25% of the total budget.

Guidelines to qualify to apply:

One application per organization is allowed 2 times per year with 2 different qualifying events.

Joint events planned with partners count as one organizational grant.

Application materials must include name of events, dates, event description, logo or photo, public contact phone, website links, etc.

Incomplete applications will not be awarded funding.

Applications must be received at a minimum of 90 days prior to the event.

Payment of funds will be sent within 60 days after the event with qualifying receipts.

Expenses eligible for reimbursement with receipts prior to the event are: banners, brochures, t-shirts, and other promotional expenses.

Major Festivals – Events:

These funds must be used for advertising and in return for these marketing dollars. The Dunn Area Tourism Authority require our logo appear on all banners, brochures, ads, etc. as appropriate.

Procedures to apply:

Special Events and Marketing Grant Application must be submitted with an itemized list of expenditures, a minimum of 90 days before the event date to allow time for marketing efforts. Press materials such as news release, logo, photo, and description of the event must be submitted with a letter of request for funding so that the DATA will have materials for calendar listings and other promotion.

Dunn Area Tourism Authority Mission Statement

To develop, promote, and advertise travel and tourism in the Averagesboro Township and surrounding area, to sponsor tourist oriented events and activities, to operate and maintain museums and historic sites and to purchase, operate and maintain a convention facility.