



Dickinson Convention & Visitors Bureau

FESTIVALS/EVENT (ANNUAL)—Event Grant

***The application must be submitted to the CVB no later than two months prior to the event.**

\$1,000 maximum amount requested

Funds must be used for marketing and promotion only, requiring advertising to be placed outside of a 75 miles coverage area of Dickinson.

Allowed Examples:

Newspaper (Bismarck Tribune/Fargo Forum/Bowman Pioneer etc.)

Radio (Bismarck/Minot/Jamestown etc.)

Facebook (Boosted to further than 75 miles)

TV (Dickinson SW ND/Bismarck/Minot etc.)

Posters/web site changes for the event

Not Allowed Examples:

Event booklets or brochures/Tickets, and/or items printed for Event that are visual items for attendees.

Postage for participant's information and/or registration

Purpose: *To Attract out-of-town Participants and Attendees = Economic Impact*

The program is designed to award advertising funds to annual festivals/events that have applied for and received monies in the past.

Amount Requested \$ _____

GENERAL APPLICANT INFORMATION:

Organization Name _____

Profit or Non-Profit?

State Tax ID # _____

Contact Person _____

Complete Address _____

Phone Number _____

Email _____ Web Site _____

GENERAL EVENT INFORMATION:

Name of Event _____

Date(s) of Event (Actual public attending) _____

Time(s) of Event _____

Location of Event _____

Event Description _____

Projected Attendance Per Day _____

of teams if applicable _____ Amt. on each team _____

of coaches if applicable _____

Percentage of out-of-town Public Attendance _____

How many overnight hotel rooms are you anticipating? _____

How would you determine room nights?

#Room Blocks – Yes No

Registration - Yes No

Other –

Please list your Host Hotel

Explain how you will display the CVB logo on your marketing material/s

Signature

Date

***The application must be submitted to the CVB office no later than two months prior to the event.**

Advertising Expenses

REGIONAL PRINT MEDIA:

Newspaper(s) (List the newspaper/s) \$ _____
1.
2.
3.

Shopper Guides (List the Shopper/s) \$ _____
1.
2.
3.

Posters \$ _____
Where distributed?

Brochures \$ _____
Where distributed?

REGIONAL BROADCAST MEDIA:

Radio - List the stations/towns \$ _____
1.
2.
3.

Television—List the stations/towns 1. \$ _____
2.

REGIONAL SOCIAL MEDIA ADVERTISING

(Include Boosted Page Report Copy)

List separate social media audit, Facebook, Twitter, Instagram, other

\$ _____

MISCELLANEOUS:

Web Marketing Paid Ads \$ _____

Other—List \$ _____

TOTAL **REGIONAL** ADVERTISING COSTS \$ _____

Event Income and Expenses

Income:

Sponsors \$ _____

*List your Sponsors along with an individual amount on a separate paper

Ticket Sales \$ _____

Day One _____

Day Two _____

Day Three _____

Concessions \$ _____

Booklets \$ _____

Ad Sales _____

Book Sales _____

Event Memorabilia \$ _____

Other— Please List \$ _____

TOTAL INCOME \$ _____

Expenses:

Event Bid \$ _____

Advertising *(Total from previous page)* \$ _____

Facility Rent \$ _____

Supplies \$ _____

Payroll \$ _____

Awards \$ _____

Other—Please List \$ _____

TOTAL EXPENSES \$ _____

NET— \$ _____

CVB GRANT AMOUNT \$ _____



Process for Awarding Event Funds

1. In awarding Event Grant Funds, the greatest consideration will be given to events based on two primary criteria:

- A) Ability to make a significant economic and/or social impact on Dickinson
- B) Ability to draw a majority of participants/spectators from out-of-town.

Additional preference will be given to:

- C) Multiple day events.
- D) First time events or events that are brought into Dickinson from other cities.
- E) Events that are locally sponsored

2. The applicant organization must complete the enclosed application with a budget, event schedule, advertising plan and CVB sponsorship recognition plan. Only completed applications will be considered for funding.

3. Applications will be reviewed at the CVB monthly Board meeting and **must be received into the office no later than two months prior to the event.**

Have you included the following with your application?

• State Tax ID #	Yes	No
• Event Budget (including advertising)	Yes	No
• Event Schedule	Yes	No
• CVB Sponsor Recognition Outline	Yes	No
• Application Questionnaire Entirely Completed	Yes	No

Send completed applications to:

Dickinson Convention & Visitors Bureau
72 E. Museum Dr.
Dickinson, ND 58601
701-483-4988
800-279-7991
www.visitdickinson.com
terri@visitdickinson.com

ANNUAL EVENT CRITERIA:

- Applicants must be registered in good standing with a Secretary of State office as a non-profit or legal corporation.
- Funds must be used for advertising assistance. A request is capped at \$1,000 maximum.
- **An application must be submitted to the CVB office no later than two months prior to the event occurring.**
- Event must be locally sponsored and be open to the public as participants and/or spectators.
- Meetings, conventions, conferences or workshops will not be considered.
- **Funds must be used for marketing and promotion only, requiring that advertising be placed outside of a 75 miles coverage area of Dickinson.**
- Event must draw people directly into the Dickinson community with emphasis on overnight stays.
- No event will be considered if the event has occurred prior to the application.
- An event cannot be submitted for additional monies for the same event.
- All funding will be contingent upon the event occurring within the stated event dates. If the event does not occur at that time, awarded grant monies will be returned to the Event Grant fund. Exceptions include inclement weather or the event will be held, but has been moved to another date and the CVB has been notified.
- No more than 25% of the grant will be dispersed prior or during the event without Board approval. The remaining 75% of the grant will be awarded after the CVB evaluation form has been completed and returned.
- Dickinson CVB must be recognized as a sponsoring organization on the printed promotional material media that is used.
- Grant evaluations must be returned no later than 60 days after the event is held, unless prior arrangements are made.
- No surrounding trade community may apply for this grant if there is a lodging facility in that community.

The Dickinson Convention & Visitors Bureau Board of Directors reserves the right to alter and/or modify these guidelines at any time.