

**Natchez Convention Promotion Commission  
Marketing Assistance Program Application**



GENERAL INFORMATION

Application Date:

**AMOUNT REQUESTED FROM NCPC: \$ \_\_\_\_\_**

Type of Event:  Event/Festival  Meeting/Convention  
 Fall/Winter  Spring/Summer  Special consideration  
 Type of Funding:  Marketing Assist  Sponsorship  Event development  
 Convention Support  Other: please specify

Legal name of applicant organization: \_\_\_\_\_

Non-Profit  For Profit State tax ID/Tax exempt #:

Nature or purpose of event:

Address: \_\_\_\_\_ City/State \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Contact person & title: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Email address: \_\_\_\_\_ Website: \_\_\_\_\_

EVENT/MEETING/OTHER INFORMATION

Describe the event/meeting/other purpose for which you propose to use requested NCPC funds:

Date(s): \_\_\_\_\_ Location(s): \_\_\_\_\_  
 Will it be hosted in Natchez? \_\_\_\_\_ Is this the first time in Natchez?  
 If no, when else?  
 If an event, what are the future plans for it?

Projected per day attendance: \_\_\_\_\_ Out-of-town attendees: \_\_\_\_\_ Local attendees: \_\_\_\_\_

FINANCIAL INFORMATION

Total revenue budgeted: \_\_\_\_\_ Total expenses budgeted: \_\_\_\_\_  
 If projecting a profit, what are the plans for those funds?  
 Date funds are needed: \_\_\_\_\_ Is this the first request to NCPC for this event?  
 If no, date(s) of previous request(s): \_\_\_\_\_  
 Amount previously received: \_\_\_\_\_  
 How will NCPC be recognized for sponsorship?

SPONSORSHIP INFORMATION

Major Event Sponsor	Amount	In-Kind/Financial (describe)	Status

ADDITIONAL INFORMATION

The following information must be attached to complete the application:

1. Provide a brief description of the tourism event (include location and primary activities)
2. Provide an estimated direct economic impact of the event (for example, overnight visitation, restaurant sales):
3. If you receive funding, how specifically will the funds be utilized?  
*Funds are available for hosting/hospitality of non-local audience development of festivals/events, marketing assistance, and general sponsorships of meetings/conventions.  
 Keep this in mind when applying as these are the only uses that will be given consideration.*
4. How could this funding affect the future of the event?
5. How will the event compliment or integrate the Visit Natchez mission:  
***The mission of the NCPC and Visit Natchez as the city's official destination marketing and sales agency is to increase the economic impact of tourism in Natchez by promoting the City to individual leisure/heritage travelers, groups, and convention/meeting visitors.***
6. Give a brief description of the target market and target audience for this event.
7. Event budget *major elements of revenue and expenses*
8. Event schedule *major activities, participants and venues*
9. Event management *how, when and who will plan and carry out the event including promotional plans*

**Only completed and signed applications will be considered for funding.**

Signature of applicant: \_\_\_\_\_ Date: \_\_\_\_\_

TMAC  
 Comments \_\_\_\_\_  
 \_\_\_\_\_  
 Recommendation: \_\_\_\_\_ Date: \_\_\_\_\_

Approved

Signature NCPC: \_\_\_\_\_ Date: \_\_\_\_\_