

**HFC MATCHING GRANT PROGRAM
APPLICATION FORM**

Organization/Company Information (Each application requires at least one non-profit organization and one hotel.)		
Lead Organization/Company Name:		
Mailing Address:		
City:	State:	Zip Code:
Lead Organization/Company Website:		
Year Established:	Tax ID#	
Status: <input type="checkbox"/> Non-Profit <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
Number of Employees (full time/part time):	Number of Volunteers Annually:	
Applicant and Partner Information		
Primary Contact Person for the Project:		
Title:	Telephone:	E-mail:
CEO/Executive Director		
Title:	Telephone:	E-mail:
Partner Organization/Company Name:		
Mailing Address:		
City:	State:	Zip Code:
Partner Organization/Company Website:		
Year Established:	Tax ID#	
Status: <input type="checkbox"/> Non-Profit <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
Number of Employees (full time/part time):	Number of Volunteers Annually:	
Partner Organization/Company name:		
Mailing Address:		
City:	State:	Zip Code:
Partner Organization/Company Website:		
Year Established:	Tax ID#	
Status: <input type="checkbox"/> Non-Profit <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
Number of Employees (full time/part time):	Number of Volunteers Annually:	
Project Information		
Project Title:		
Project Beginning Date:	Project End Date:	
Total Project Budget:	Total Marketing Budget:	
Project Proposal		
1. Provide a detailed description of the proposed project. Include information as to how the project will increase visitation and how it will enhance tourism in the region. (Not to exceed 350 words)		

<p>2. List all attractions, events, tourism infrastructure facilities (hotels, restaurants, transportation), and other partners included in the project. Describe the role each partner will contribute to the collaborative effort for the entire program. (Not to exceed 500 words)</p>
<p>3. Provide the objectives of the marketing plan for which HFC funding will be used and the approximate timeline for implementation. (Not to exceed 250 words)</p>
<p>4. Describe type and elements of marketing project (e.g. paid advertising production and placement, public relations, social media campaign, promotional activities, FAM tours, DVD production, etc.) Please list all elements that apply.</p>
<p>5. List primary target markets both physical location (e.g. Chicago, LA, New Orleans, etc.) and type of audience (e.g. families with children; physical; cultural tourists; ethnic groups, etc.)</p>
<p>6. Who will have the responsibility for implementation of the marketing plan? List their relevant experience.</p>
<p>7. List 3 goals of the marketing project being proposed. Goal should be a broad statement of what you and your partners want to accomplish with the marketing plan.</p>
<p>Goal 1</p>
<p>Goal 2</p>
<p>Goal 3</p>
<p>8. Include 3-5 measurable outcomes for the marketing plan. Outcomes should be quantifiable and realistic. Examples may include: percentage increase in attendance vs. same time last year, increase in number of room nights generated vs. same time last year, percentage increase in number of collateral materials produced and distributed, etc. Also include how the data will be collected.</p>
<p>Outcome 1</p>
<p>Outcome 2</p>

Outcome 3			
Outcome 4			
Outcome 5			
Planned Paid Media Schedule			
1. List vehicles, timing, size and comments of planned media program. Vehicles may include TV, radio, print, social media; Timing may be a specific date, date range or season, etc.; Size, for example, ¼ or ½ page, per word, number of clicks, etc.; Comments, for example, off season, holidays, drive time, etc. Be as specific as possible.			
Vehicles	Timing	Size	Comments
2. For collateral materials you plan to use, list distribution plan and timeline (e.g. press kit, DVD, rack card, etc.)			
Item	Location/Market	Quantity	Timing
3. Detail the potential exposure, both type and number of audience reached (e.g. Categories - TV advertising, radio advertising, print advertising, public relations, FAM Tour etc.; Audience – families, music lovers, adventure tourists, etc.)			
Category	Audience Reached	Number of People Reached	
Houston First Corporation Grant Request			
Amount Requested:			
Will you accept less funding than requested? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Marketing Budget (Note: total of income should match total of expenses) UPLOAD DETAILED BUDGET IF AVAILABLE			
<i>* In-kind contributions by applicants and other funders cannot exceed 25% their total matching grant responsibility.</i>			
Income	Cash	In-kind*	Total
HFC Grant Request		0.00	
Applicant Support			
Other Funding for Marketing			
Subtotals			
Marketing Expenses – Total Amount Budgeted	Amount	Dates to Be Expended	
Media Buy			
Creative Services			
Advertising Production			
Collateral Production			
FAM Trips Accommodations and Fees			
Website Development/Enhancement			
Mailing Costs			
Other _____			
Other _____			
Other _____			
Subtotals			

Discuss your efforts to achieve diverse participation of suppliers and vendors in fulfilling your marketing program.

List any of the program partners that are current members of the Greater Houston Convention & Visitors Bureau

EXHIBITS TO BE ATTACHED

- A. Letters of commitment from all partners on organizational letterhead signed by chief executive.
- B. IRS determination letter for all 501(c) organizations.
- C. Current Annual Budget for all lead partners other than hotels.
- D. Board of Directors list for all partners other than hotels.
- E. Letters of support from other participating partners (if appropriate)
- F. Marketing materials or other attachments (if appropriate)

Agreement

On behalf of the organizations/companies identified on this application, I certify that the information entered herein is true and accurate, and that the applicants meet the eligibility requirements for the Houston First Corporation Matching Grants Program as delineated in the Submission Guidelines.

Name

Date

Title