

Marketing Assistance Program



VisitHersheyHarrisburg.org/Partners

The Marketing Assistance Program was created as an incubator to local tourism-related projects and/or events. Offered twice each year (Spring and Fall), this program supports eligible Partners with financial assistance for Marketing and Sales programs, via a matching funds model. Up to \$7,500 may be provided for approved Marketing and Sales-related projects.

MARKETING ASSISTANCE ELIGIBILITY

These funds are made possible through the increased generation of Dauphin County tourism room tax funds. Applicants must demonstrate active participation with local organizations that market, sell, and promote economic growth throughout Dauphin County.

- All applicants participating in the project must be investing Partners of Visit Hershey & Harrisburg.
- A minimum of three (3) investing Partners must collaborate on proposed project, or this must be a NEW event to qualify for funding. This fosters collaboration, creativity, and new product development ensuring economic growth for Dauphin County.
- Funds are available to businesses, non-profits or new events that will directly promote tourism AND affect the economic impact of Dauphin County.
- Events, organizations, trade shows, and conventions that have or will receive room tax grant funding from any other tourism, economic development or governmental agency are not eligible.

APPLICATION PROCESS

STEP 1 – Schedule a meeting to go over the guidelines with the President or VP of Operations.

STEP 2 – Complete an application, including proposed bids, marketing plan, tools of measurement, anticipated advertising plan, including estimates, rough copy, mock-ups/comps.

STEP 3 – Submit completed application according to time line below. (Late/incomplete applications will not be accepted.)

STEP 4 – Applicants will present their Marketing Plan to a review panel. Decisions are made by majority vote.

STEP 5 – Within 30 days you will be notified informing you if, and to what degree Visit Hershey & Harrisburg has approved funding for your project/event.

STEP 6 – Any changes or amendments to the approved application must be approved by Visit Hershey & Harrisburg prior to execution.

STEP 7 – Creative MUST be approved by Visit Hershey & Harrisburg PRIOR to execution, including approved messaging/creative.

STEP 8 – Submit payment request by providing proof of paid invoices. Visit Hershey & Harrisburg will match expenses up to amount granted.

STEP 9 - Upon completion of the approved project or event, a final report must be submitted within 60 days. If the report is not submitted to Visit Hershey & Harrisburg within 90 days of project completion, Visit Hershey & Harrisburg's agreement with you and/or your organization is considered null and void. All requests for payment must be submitted within one year of grant approval.

Failure to comply with the terms and conditions of the agreement may result in penalties, including fund repayment.

For more information about the Marketing Assistance Program, contact:

Sue Kunisky

717-231-2991 • Sue@hersheyharrisburg.org

Marketing Assistance Program

APPLICABLE MARKETING ADVERTISING EFFORTS

- Radio (including digital- i.e. Pandora)
- Registration or booth expenses for out-of-market consumer shows
- Digital
- Social media
- Print (newspapers and magazines)
- Direct marketing – emails, direct mail
- Outdoor

FUNDING WILL **NOT BE PROVIDED** FOR THE FOLLOWING INELIGIBLE EXPENSES:

- Advertising in Visit Hershey & Harrisburg marketing materials
- T-shirts
- Medals
- Postage/Shipping
- Signage
- Website
- Entertainment
- Traveling Expenses – mileage, meals, accommodations
- Expenses related to event production
- Television
- Expenses not listed in your grant application

FOR YOUR INFORMATION

- Previously awarded applicants may reapply for up to three times (total) at decreasing award levels for the same project. Funding is not guaranteed, and will be considered on a case-by-case basis. Applicants must follow all steps of application process for each submission.
- It should not be presumed that funds will be awarded on an annual basis, nor should the availability of these grant awards be considered an annual part of any applicant's budget.
- Payment will be issued against paid invoices. All payments are made payable to the applicant.
- Visit Hershey & Harrisburg reserves the right to decide on a per-application basis on which and to what degree they assist in a project.

All funded projects must feature Visit Hershey & Harrisburg creative (visible and relevant to size/ratio of marketing tool) i.e. billboard vs post card: "This project (or event) is supported by Visit Hershey & Harrisburg." All ads and promotional material must include the Visit Hershey & Harrisburg logo and website URL where applicable. Visit Hershey & Harrisburg must review/approve all promotional material prior to execution.

Mail all completed documents by deadline to:
Visit Hershey & Harrisburg
Attn: Sue Kunisky
3211 North Front Street
Harrisburg, PA 17110

Marketing Assistance Schedule

	Application Dates	Awarded by Date
Fall	September 1 to October 13	October 31
Spring	March 1 to March 31	April 30