

# Marketing Assistance Program



VisitHersheyHarrisburg.org/Partners

## MARKETING ASSISTANCE ELIGIBILITY

Marketing Assistance funds are made possible through the increased generation of Dauphin County tourism funding. Applicants must demonstrate that the event or project supported by this program promotes tourism awareness and economic growth in Dauphin County.

- All applicants participating in the project must be investing Partners of Visit Hershey & Harrisburg (VHH).
- A new or start-up event that drives visitation to the destination from outside the region.
- A marketing project consisting of two or more investing VHH Partners. At least 50% of requesting organizations must be in Dauphin County.
- All projects/events must drive visitation to Dauphin County ensuring continued economic growth for our destination.
- Events and organizations that receive tourism grant funding from any other tourism, economic development or governmental agency are not eligible.

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

## 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 more information about the Marketing Assistance Program

Contact: Sue Kunisky

717-231-2991 • Sue@hersheyharrisburg.org

# Marketing Assistance Program

## Funding

The Marketing Assistance Program was created to support local tourism-related projects and/or events. It is intended to help ensure their success and encourage growth toward self-sufficiency. VHH reserves the right to decide on a per-application basis on which and to what degree they assist in a project.

Potential matching funds for a specific project or event can be up to:

1st year.....\$7,500  
2nd year.....\$5,000  
3rd year.....\$3,000

- Previously awarded applicants can reapply for the same project or event for up to three years at decreasing award levels. Funding will be awarded on a case-by-case basis.
- 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 submitting Marketing Assistance application.

All funded projects must feature Visit Hershey & Harrisburg creative (visible and relevant to size/ratio of marketing tool) i.e. billboard vs postcard: "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.

## APPLICATION PROCESS

**STEP 1** – Schedule a project overview meeting with the President/CEO or VP of Operations.

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

**STEP 3** – Submit completed application at least 6 weeks before project or event will occur.

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

**STEP 5** – Within 30 days applicants will be notified informing if, and to what degree funding has been approved for your project/event.

**STEP 6** – Any changes or amendments to the approved application must be approved by VHH prior to execution.

**STEP 7** – Creative **MUST** be approved by VHH **PRIOR** to execution, including approved messaging/creative.

**STEP 8** – Payment requests must be received within 1 year of approval date, including proof of paid invoices.

**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 within 90 days of project completion, the VHH agreement with you and/or your organization is considered null and void.

Mail all completed documents to:  
Visit Hershey & Harrisburg  
Attn: Sue Kunisky  
3211 N. Front St., Suite 301, Harrisburg, PA 17110