



Shreveport-Bossier Attractions Association
Social Media Advertising Application – 2018

The Shreveport-Bossier Attractions Association, in conjunction with the Shreveport-Bossier Convention and Tourist Bureau, is providing Social Media Advertising Grants exclusively to SBAA members. The grant can be used for social media advertising campaigns promoting a single event or attraction. Four \$250 grants will be awarded.

Please complete the application below and provide the requested documentation. Only applicants with current marketing plans will be considered. The **deadline** for the 2018 grant is **May 31, 2018**. The award recipient will be announced in June 2018.

Is this attraction a member of the SBAA? Yes ___ No ___

Name of Attraction: _____

Applicant: _____

Title or Position at Attraction: _____

Mailing Address: _____

City/State/Zip: _____

Phone (Work): _____

Email: _____

List the most recent SBAA education seminars you have attended:

List the most recent Hospitality Breakfast you have attended:

Are you an active member of the Shreveport-Bossier Attractions Association? Yes or No

Is the attraction and/or events listed on www.SBFunGuide.com? Yes or No

*****All events must be listed in the Shreveport-Bossier Fun Guide in order to be eligible for the grant.

I have read and understand all guidelines for the Sustainability Grant.

Authorizing Official (Print name and title) _____

Authorizing Official Signature and Date _____

In the chart below, please specify what you will use the funds for and the exact cost:

Item Description	Cost
Dates of promotion:	
Name of promotion:	
Target customers (ex. Gender, age, lifestyle habits, income):	
Budget allocated:	
Potential customer reach (ex. 5,000 people in Marshall, Longview and Hot Springs):	
Social outlet for promotion (ex. Facebook, Instagram):	
Call to action (ex. Buy Tickets Now!):	
TOTAL REQUESTED AMOUNT	

Grant Checklist

- Complete signed application
- W-9 form
- Current strategic marketing plan – Appendix 1
- Budget for use of funds and/or proof of cost estimate – Appendix 2
- Proof of event listed on www.SBFunGuide.com

Please send grant materials to Aly Velasquez, marketing associate, at avelasquez@sbctb.org or fax to 318-222-0056. All applications must be complete. The grant must be spent and reimbursement requested by December 31, 2018. For reimbursement, the following must be submitted to the Tourist Bureau:

- Receipts dated 2018
- Final narrative report
- W-9 form
- Proof that you have acknowledged the Shreveport-Bossier Attractions Association in marketing materials for a comparable sponsorship package (Request a current logo at dschlag@sbctb.org).

Deadline to apply for the Sustainability Grant is **May 31, 2018**.

Strategic Marketing Plan

INSERT YOUR LOGO

Date Prepared

Strategic Marketing Plan

Attraction Name _____

Provide the URLs for the following pages where the attraction has presence:

Website _____
Facebook _____ Twitter _____
Instagram _____ YouTube _____
Blog _____ Flickr _____
Pinterest _____ TripAdvisor _____

Mission Statement

Provide a written declaration of the attraction's core purpose and focus.

Market Demographics

Attendees – Provide a brief description of the number of persons who attend the event. (If open year round, break down number of persons by month).

Marketing Region – Provide a brief description of where the target audience lives and be specific. What percentage of attendees are local residents? What percentage of attendees travel from a 60-mile or more radius?

Demographics – Provide a brief description of the age range, gender, and/or lifestyle targets of the attendees. (Ex. 60 percent of attendees are female between the age of 25-45 and have young children.)

Strategy

Goals - Provide specific and measurable goals. (Goals can focus on attendance, exposure to audience, number of vendors, sponsorships, etc.)

Strategy - Describe how the attraction plans to accomplish the goals.

Internal Assets – Provide a list of current internal assets, partners, materials, etc. that will be utilized to meet the goals. (Ex. My in-house graphic designer creates all of our advertisements and my PR manager will write and distribute news releases and hold a press conference.)

External Assets – Provide a list of current external assets that will be utilized to meet the goals. (Ex. Billboard, Television, Radio, Magazine, Newspaper, Google, Yahoo, Promotional Products, Flyers/Rackcards/Postcards, Social Media, SBFunGuide.com, Community Calendars, Emails, Websites, Press Release/News Story.)

Marketing/Advertising Plan

Specify the dates that your campaign will run (Ex. September-December 2018):

Advertising Type	Number of People Reached	Run Date(s)	Area Reached	Price (include in-kind)
Ex. Magazine	20,000	March/April	East Texas	\$2,000
				Total

*Please contact advertising representatives to get the information needed to complete the marketing/advertising plan. Incomplete or inaccurate information could result in the grant application being denied.

Budget

Provide a detailed budget for this current year that includes marketing expenses. This must be filled out completely.

Income

Income Type	Amount
Grant	
Admissions	
Sponsorship	
Souvenir Sales	
Membership	
Other	
Total Income	

Expenses

Expense Type	Amount
Salaries	
Rent	
Utilities	
Entertainment	
Equipment Rental	
Marketing/Advertising	
Printed Collateral	
Office Supplies	
Insurance	
Miscellaneous Expenses	
Total Income	