



FY 2017-18 SONOMA TID GRANT PROGRAM
IN PARTNERSHIP WITH SONOMA VALLEY VISITORS BUREAU

APPLICATION

To be considered for support through the FY 2017-18 TID Special Event Grant Program, a completed application and all supporting documents must be submitted to the Sonoma Valley Visitors Bureau by August 31, 2017.

Please include an IRS Letter of Determination along with each application.

EVENT DETAILS

Name of Event: _____

Event Date(s): _____ Time: _____

Event Location: _____

Projected Attendance: _____ Projected overnight rooms: _____

Brief Event Description: _____

Years in Sonoma, CA: _____

APPLICANT / CONTACT INFORMATION

Applicant Organization: _____

Name of Applicant: _____

Phone Number: () _____

Cell Phone Number: () _____

Business Address: _____

City: _____ St: _____ Zip: _____

E-Mail Address: _____



MARKETING DETAILS

MARKETING PLAN AND BUDGET

In the space provided below, please provide the following information regarding the marketing plan for the event including but not limited to:

Target Demographic:

Describe your Media plan/mix:

Describe your Public Relations efforts:

Target markets:

Promotional activities:

Paid advertising budget: \$

Amount being requested: \$

APPLICATION SUBMISSION DETAILS

The application period opens July 1, 2017 and closes on August 31, 2017. Applications must be received by the **Sonoma Valley Visitors Bureau by Thursday, August 31, 2017** no later than 4:00 p.m. Methods of submitting applications: 1) via email: marketing@sonomavalley.com (subject line: Sonoma TID Marketing Grant Program); or 2) by delivering the application packet to the Plaza Visitor Center, located at 453 First St. E, Sonoma, CA 95476. An award decision will be made and announced during September 2017.

Submitted by:

NAME

TITLE

SIGNATURE

DATE

This communication is an invitation to submit an application and should not be interpreted as approval of TID funding.