**2019**

**Established Event**

**Grant Application**

The Visit Bloomington Established Event Grant Application is available for events that have been existence for six or more years. Established Events must be open to the public and occur in Monroe County between January 1, 2019 and December 31, 2019.

An organization may submit only one application, requesting funds for one event. Each organization may request up to $5,000 to be used on marketing said event outside of a 50-mile radius of Monroe County. Indianapolis is an eligible marketing area.

Thoroughly review all grant guidelines and requirements prior to starting an application. All fields are required; do not skip any fields. Incomplete applications will not be considered. Funding is determined by a point rubric. The maximum score is 30 points. The minimum score for funding eligibility is 18 points.

Points are determined by thoroughness of information and quality of the application content. General Information is not scored, but incomplete information may result in rejection of the application. Event and Marketing Information is scored content and is described in detail throughout the application.

**Applications must be submitted by 5pm on Friday, June 29, 2018 in either Microsoft Word or Adobe PDF format via email to** [**erin@visitbloomington.com**](mailto:erin@visitbloomington.com)**.**

General Information

Name of event: *List here*

Organization name: *List here*

Organization address: *List here*

Organization or event website: *List here*

Project manager: *List here*

Project manager email: *List here*

Project manager phone: *List here*

Location of event: *List here*

Description of event: *Describe here; (100 words maximum)*

Grant request amount*: List amount here; ($5,000 maximum)*

Event & Marketing Information

Event Dates:

*Maximum three points; evaluated on when event occurs during the calendar week and/or during off-peak times of the year.*

*Start date* *End date*

Not for profit:

*Maximum one point.*

Yes  No

Prior Grant Awards from Visit Bloomington:

*Maximum three points; three points for events that have never won a grant, two points for events that have won a grant 1-3 times, one point for events that have won a grant 4-6 times, no points for events that have won more than 6 times.*

*List previous grant award years here*

Estimated Attendance:

*Maximum five points; five points: over 5,000 attendees, four points: 3,000-5,000 attendees, three points: 1,500-3,000 attendees, two points: 500-1,500 attendees, one point: up to 500 attendees.*

*List estimated attendance here*

Target Audience and Markets:

*(Demographic and geographic markets with supporting data or info on how applicants chose these markets)*

*Maximum five points; evaluated on viability and supporting data provided. (100 words maximum.)*

*Describe target audience and markets here*

Marketing Plan

*(List of grant funded advertising projects, plus estimated reach, ad size, frequency, and costs)*

*Maximum ten points; evaluated on how these outlets connect with target audience, the reach of the outlets, and the potential to attract overnight visitors. (500 words maximum. Do not include photos.)*

*Describe marketing plan here*

Partnerships:

*(Hotel, restaurant, event, or attraction that help create a package)*

*Maximum three points; evaluated on established partnership(s) that will assist in creating a full, multi-day experience for attendees. (Visit Bloomington reserves the right to contact partners for verification.)*

*List partnerships here*