



TOURISM ADVERTISING PROGRAM EVENT ADVERTISING GRANT APPLICATION

The **Event Advertising Grant** is designed to leverage a business' or an organization's advertising dollars to increase visitor attendance at a new or existing event taking place in Hardy County and to increase overnight guests to the County's various lodging facilities.

- Advertising may be accomplished through any form or combination of media including print (i.e. newspaper, magazine, brochures, flyers), broadcast, social media or online advertising. Billboards are not eligible for grant funding.
- The maximum grant award is \$500 and only one grant per year will be considered per event.
- Applications must include ad copy (text for broadcast), an ad copy proof of the advertisement or flyer, a signed media contract identifying type of advertising (i.e. newspaper, online ad, etc.), cost, frequency, size (or audio time) of advertisement, broadcast date or a distribution plan for flyers and a signed and notarized indemnification form.*
- Advertising must take place within 30 days of the event or include a descriptive rationale for timing of ad campaign.
- If the applicant organization is a 501.c3 non-profit, a copy of an IRS letter of determination must be submitted with your application.
- A 20% cash match is required for businesses or organizations that are not non-profits. A certified non-profit organization may submit proof of at least 20% in-kind contribution in lieu of a cash match. In-kind contributions include *documented* advertising related donated or discounted materials and/or services (i.e. printing and/or copying; paper costs; volunteered professional design services, etc).
- In accordance with the HCCVB logo standards*, the HCCVB logo and text must appear or the text must be spoken on the advertisement/broadcast
- Reimbursement of the event advertising costs (up to \$500) will be made within 30 days after HCCVB has received a copy of paid invoice(s), cancelled check(s) or credit card receipt(s), a copy of the print ad/flyer, or screen shot (printed) of the online advertisement.
- For questions, please call the Hardy County Convention & Visitors Bureau at 304.897.8700 or email info@visithardy.com

Please mail the application with required attachments to the following address:

Hardy County Convention & Visitors Bureau
104 South Main Street, Suite 2A
Moorefield, WV 26836

*See HCCVB Logo Requirements for complete directions



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Business Name			
Contact Name			
Mailing Address			
City		State	
		Zip	
Contact's Phone		Fed ID or WV Bus Lic #	
Contact's Email*			
	*Email address must be included		
Description of Event			
Event Date(s) & Time			
Expected Attendance		Number of Community Volunteers	
Target Market			
Type of Advertisement		Date(s) of Ad Exposure	
Flyer Distribution Plan			
<i>Attach separate sheet with names & contact information if multiple advertising media will be used</i>			
Name of Media Co			
Media Contact Name			
Media Contact's Email			
Contract Attached	Circle One: Y N N/A		
Total Event Budget	\$	Total Event Advertising Cost	\$
	Maximum Grant \$500	Grant Request Amount	\$
	At Least 20% of Grant Request	Applicant's Cash Match	\$
<i>Describe In-kind Contributions (add additional sheet if needed)</i>			
In-kind Description			\$
In-kind Description			\$
In-kind Description			\$
	Non Profit Applicant's Total In-kind Match (at least 20% of Grant Request)		\$
	Balance Paid by Applicant or Other Source		\$
Name of Other Source			