



VISIT HARDY 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. All VISIT HARDY grants are reimbursement grants.

- VISIT HARDY will fund the following forms of advertising or combination of media: print (i.e. newspaper, magazine, travel literature such as brochures, rack cards or flyers), television and radio broadcast, paid social media or online advertising. *Billboards are not eligible for grant funding.*
- The grant will fund 50% of event advertising costs up to a maximum grant award of \$500.
- At least 50% of the advertising paid for with the assistance of this grant must be distributed or have a reach of at least 50 miles outside of Hardy County (such as WV Welcome Centers). *Approval from WV Department of Tourism must be received prior to distribution to WV Welcome Centers: Click on Welcome Center link at <https://wvtourism.com/information-and-press/tourism-partners/industry-resources/>*
- Only one grant per applicant (and per event) will be funded each year. Applications for events that are part of larger events will only be considered if they are not included in a TAP Grant application made by the larger event.
- You must post your event on the VISIT HARDY website (<https://visithardywv.com/events/>) and the WV Department of Tourism website (<https://wvtourism.com/information-and-press/update-your-event-listing/>) to be eligible for this grant.
- Applications must include
 1. A completed TAP Grant Application Form
 2. A camera-ready proof of the ad copy for the advertisement or travel literature (text for broadcast)
 3. A signed media contract identifying type of advertising (i.e. newspaper, magazine, online ad, etc.), cost, frequency, size (or audio time) of advertisement, print or broadcast date
 4. Or, for travel literature, a signed contract from the printer stating number of copies, date to be printed and cost.
 5. A signed and notarized Hold-Harmless form.*
- Advertising should commence at least 45 days prior of the date of the event or include rationale for alternative timing of campaign.
- The maximum VISIT HARDY Event Grant award is up to \$500 and requires a 1:1 cash match (for instance, if the advertising cost is \$350, the grant request could be up to \$175 then you must match the request with a \$175 cash match).
- In accordance with the VISIT HARDY TAP Grant Guidelines, the VISIT HARDY logo and/or specified text must appear on all print advertisements or be spoken on the broadcast.
- Reimbursement of the event advertising costs (up to \$500) will be made within 30 days after VISIT HARDY has received the following:
 1. A completed Reimbursement Form
 2. A copy of paid invoice(s) and cancelled check(s) or credit card receipt(s)
 3. A tear sheet of the print ad, an example of the travel literature (rack card/brochure/poster/flyer), and/or screen shot of the online advertisement. The name of the publication and date of the ad must appear on the tear sheet or screen shot. If not available, please include publication cover.
 4. If event travel literature is printed, please provide VISIT HARDY with copies for distribution.

**For questions, please call Visit Hardy at
304.897.8700 or email visithardy@gmail.com**

**Please email the application with required attachments to visithardy@gmail.com no later than
the first of February, April, June, August, October, or December.**



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Business/Organization Name					
Event Contact's Name					
Mailing Address					
City			State		Zip
Event Contact's Phone			Fed ID or WV Bus Lic #*		
Event Contact's Email*					
Description of Event (including audience to be reached and where print literature is to be distributed)	*Email address must be included				
Event Date(s)					
Type of Advertisement			Date(s) of Ad Exposure		
Media Co or Printer					
Media Contact's Email					
Attach separate sheet with names & contact information if multiple advertising media will be used					
Contract Attached	Circle One: Y N N/A The event has been posted on websites as required Y N				
Total Event Budget	\$	#1 Advertising Budget		\$	
	Maximum request 50% of #1 up to \$500	#2 Grant Request Amount		\$	
	At least 1:1 Cash Match	#3 Applicant's Cash Match		\$	
	#4 must equal Advertising Budget #1	#4 Grant Request + Cash Match		\$	