

**Durango Business Improvement District
Special Event Marketing Grant Application**
Signature Event Categories ___\$2500 ___\$4000

Date of Application: _____

Name of Special Event: _____

Organization/Sponsor: _____

Mailing Address: _____

Contact Person: _____

Contact Phone Number: _____

Contact Email Address: _____

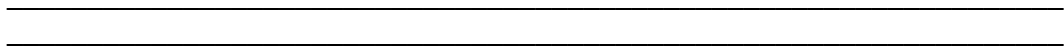
Web site: _____

Previous Year(s) & Grant? _____ \$ _____

Marketing Grant Requested this Year? \$ _____

- 1. Describe the event your organization is planning to host and the audience (local, visitor, regional) you hope to attract.**

- 2. Please describe your organization's activities that demonstrate a proven event track record, especially in terms of special events:**



- 3. Describe the factors that demonstrate that this event will provide a significant draw from the regional (50+ miles) and the long haul market. (500+ miles) Discuss the potential for significant growth in future years.**

- 4. Provide an outline for your niche marketing plan regional markets and the long haul market. Discuss your organization's campaign plan for free publicity in special interest publications.**

- 5. Describe how your event will utilize downtown Durango facilities & venues (public, private, non-profit), and public space (parks, streets, parking areas).**

- 6. How will volunteers play a role in your event? Describe your volunteer pool and coordinating activities to support special event:**

- 7. Describe your flexibility with event scheduling. Preferred scheduling is January 3-June 15th and October 7 – November 30th. Other dates may not be funded at levels above \$2,500, subject to Board approval & action.**

8. Please provide your marketing budget and list of sponsors & funding sources for your special event:

**For further information, contact Jasper Welch, 970-259-1000 (Durango BID)
Or Bob Kunkel, City Downtown Office at 970-385-2850**

Please sign the application and submit the required information to:

**Durango Business Improvement District
Attention: Jasper Welch
Post Office Box 1405
Durango, Colorado 81302**

If approved by the Durango BID, based on meeting the marketing grant criteria, I agree to provide the Durango Business Improvement District with the following:

- A minimum of 10 professional quality royalty free digital images representing the nature of the community and activities of the event within 30 days after the event.**
- Event coordination with downtown Durango/BID office, in terms of keeping District posted on the special event and marketing activities.**
- “Marketing grant support provided by the Durango Business Improvement District & the Durango Area Tourism Office” to be used on special event marketing materials, posters, web site, event programs & brochures. Logo art available from BID & DATO.**
- Three letters of endorsement and support from Durango retail merchants.**
- Completion of “Post Event” survey within 45 days of the special event.**

Signature

Date

