

Durango Business Improvement District
Special Event Marketing Grant Application
Local/Regional Event: Grant Range ___ \$250 to \$1000

Date of Application: _____

Name of Special Event: _____

Organization/Sponsor: _____

Mailing Address: _____

Contact Person: _____

Contact Phone Number: _____

Contact Email Address: _____

Web site: _____

Previous Year & Grant? _____ \$ _____

Marketing Grant Requested? \$ _____

- 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 draw from the region (50+ miles) and attract visitors & business to Durango.**

- 4. Describe how your event will utilize downtown Durango facilities, businesses, venues and public space (parks, streets, parking areas)**

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

- 6. 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.**
- **“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 local retail merchants.**
- **Completion of “Post Event” survey within 45 days of the special event.**

Signature

Date