

Please fill out this form as completely and accurately as possible. Incomplete forms may be returned or passed up for review. Questions regarding this form should be directed to: grantprogram@visitbrookingsd.com.

Legal name of applicant organization: _____

Address: _____

City/State/Zip code: _____

Contact person: _____

Phone #: _____

Email address: _____

Website: _____

Event name: _____

Event date: _____

Site/location of the event: _____

How often is the event held in Brookings: _____

Revenue budgeted: _____

Expenses budgeted: _____

	S	M	T	W	T	F	S	Total
Hotel Rooms Used								
Projected Attendance								

Percent of attendance from out of town: _____

Projected total hotel rooms used for event: _____

Amount requested from Visit Brookings: _____

Have you secured additional sponsors ____Yes____No

Date(s) of previous requests: _____

Amount previously received: _____

EVENT HISTORY

Previous year's attendance: _____

Percentage of out of town: _____

Total number of hotel rooms: _____

APPLICATION NARRATIVE. Please limit answers to 250 words or less.

1. Describe the event for which you propose to use requested Visit Brookings Funds. Please attach schedule.

2. Do you have a promotional/marketing plan? ☐ Yes ☐ No

Describe your target audience and how you will reach them. Attach additional sheet if needed.

3. How do you describe your target audience? ☐ Local ☐ Regional ☐ National

3. Have you blocked rooms with area hotels? ☐ Yes ☐ No

If yes, which hotels?

4. How will the funds be used? Describe why Visit Brookings funds are necessary to make the event successful. How will they impact the event?

5. How will your event be impacted if you receive partial or no funding from Visit Brookings?

6. What steps have you or will you take to ensure the event is successful and ultimately becomes self sufficient? How do you plan to grow your event?

7. Please list any other information you feel we should know about your event.

PROJECTED BUDGET WORKSHEET. Please add notes to explain your project budget as needed. If you have an existing budget, you may attach the existing budget in place of completing the budget below.

REVENUE				
SOURCE	CASH AMOUNT	IN-KIND AMOUNT	TOTAL	STATUS
Ticket sales (Include ticket price)				
Individual donations				
Vendor/participant fees				
Other				
PLEASE LIST ANY MAJOR SPONSORS:				
TOTALS				

EXPENSES			
ITEM	COST	IN-KIND AMOUNT	TOTAL
Facility rent			
Promotion/marketing costs			
Lodging			
Equipment			
Hospitality			
Other			
Other			
Other			
TOTALS			

APPLICANT'S STATEMENT OF AGREEMENT

Everything that I have stated on this application is correct to the best of my knowledge. Additionally, I understand that an event evaluation form must be submitted to Visit Brookings within 60 days following the event and that failure to do so will result in the loss of any funds awarded.

Applicant's Signature: _____ Date: _____