

Event Grant Application

Please fill out this form as completely and accurately as possible. Incomplete forms may be returned or held for review. Applications must be submitted at least 30 days prior to the event to receive full consideration. Direct questions and completed applications to: Murphy@growthalliance.org



ORGANIZATION & CONTACT

Legal name of applicant organization:

Address where check should be mailed:

City / State / Zip code:

Contact person:

Phone #:

Email address:

Website:

EVENT DETAILS

Event name:

Event date(s):

Site / location of event:

How many years has this event been in Brookings:

Is this the first time the event has been held in Brookings? (check one)

☐ Yes ☐ No

Primary attendance draw for this event: (check one)

☐ Local ☐ State ☐ Regional ☐ National/International

VISIT BROOKINGS FUNDING REQUEST

Amount requested from Visit Brookings:

Has this event received Visit Brookings funding before? (check one)

☐ Yes ☐ No

Date(s) of previous request(s):

Amount previously received:

BUDGET SUMMARY & REQUEST

Revenue budgeted:

Expenses budgeted:

Revenue and expense totals above should match the amounts listed in the Projected Budget Worksheet on page 4.

ATTENDANCE & LODGING PROJECTIONS

Expected total attendance:

Percent of attendance from out of town (%):

Have you confirmed room blocks with area hotels? (check one)

☐ Yes ☐ No

If yes, which hotel(s)? *If you need assistance with a room block, contact the Visit Brookings team.*

Projected attendance and hotel rooms used by day:

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

APPLICATION NARRATIVE

Please limit each answer to 250 words or less.

1. Describe the event for which you propose to use requested Visit Brookings funds. (Attach a schedule by email if you have one.)

2. How will the requested funds be used, and why are they necessary to make this event successful?

3. Do you have a promotional / marketing plan? (check one)

☐ Yes ☐ No

3a. Describe your target audience and how you will reach them? Attach a marketing plan by email if you have one.

3b. Have you allocated funds specifically to a marketing / promotion budget? (Check one and Input amount in the Promotion/Marketing line of your Expenses budget.)

☐ Yes ☐ No

4. How will you recognize and promote Visit Brookings and/or the community of Brookings within your marketing campaign and event execution?

5. Have you secured additional sponsors? (check one)

☐ Yes ☐ No

6. Please describe your sponsorship outreach efforts. How will you identify and approach potential sponsors?

7. How does this event align with Visit Brookings' mission to drive tourism, overnight stays, and economic impact for Brookings?

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

9. What steps have you taken, or will you take, to ensure the event becomes self-sufficient? How do you plan to grow the event?

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

PROJECTED BUDGET WORKSHEET

If you have an existing budget, you may attach it by email in place of completing the tables below.

REVENUE

Source	Cash Amount	In-Kind Amount	Total
Ticket sales/Attendee fees (total)			
Sponsorships or Individual donations			
Vendor / participant fees			
All other revenue			
TOTAL			

Major sponsors (list any secured):

EXPENSES

Source	Cost	In-Kind Amount	Total
Facility rent			
Promotion / marketing costs			
Lodging			
Equipment			
Hospitality			
All other expenses			
TOTAL			

APPLICANT'S STATEMENT OF AGREEMENT

Everything that I have stated on this application is correct to the best of my knowledge. I agree that any awarded funds will be used to offset direct event expenses. 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.

☐ I agree to the statement above and confirm the information provided is accurate.

Applicant's typed signature (full name):

Date: