



Application for Financial Sponsorship for Advertising of Events that Promote Tourism

Form A

Name of Project:	Date of Project:
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Name of Organization Planning and Facilitating Project:	
Individual(s) Completing Application:	Date of Application:
Address:	
Phone:	Email:
Fax:	Website:
Amount of Funding Requested:	Office Use Only:

Type of Event (check one)

- Existing Event
- New Event
- One-Time, One-of-a-Kind

Include a separate sheet(s) with the following details

1. Project Description:
2. Advertising/Promotional Budget:
3. Operational Budget:
4. Profit & Loss (for existing projects seeking funding):
5. Dollar amount of trackable visitor spending or economic impact:
6. Target Markets/Audience:
7. Media and PR Plan:
(include ad schedule, insertion dates, mockups, if possible)
8. How will your programming:
 - A. Impact our community as a whole?
 - B. Promote tourism to our community?
 - C. Encourage over-night stays and multi-day activities?
9. Provide non-profit 501 (C) 3 documentation

Guidelines for the **Application for Financial Sponsorship for Advertising of Events that Promote Tourism**

The Fort Atkinson Area Chamber of Commerce Tourism Commission administers the Financial Sponsorship for Advertising program to help non-profit chamber organizations promote tourism in the Fort Atkinson area.

The Tourism Commission meets in February, May, August, and November. Applications must be received by the first of those months in order to be reviewed. It is permissible to email applications.

The Tourism Commission has a limited budget to work from and will reimburse up to 75% of a project's promotional costs (but no more than 50% of the total project budget). Organizations may apply for support for a specific project once per year. *For example, if your total event budget is \$750.00 and your advertising budget is \$500.00, the tourism commission would consider an amount up to \$375.00 for advertising. If your total event budget is \$7,500.00 and your advertising budget is \$1000.00, the tourism commission would consider an amount up to \$750.00 for advertising.*

Organizations will be reimbursed after providing the Fort Atkinson Area Chamber of Commerce Tourism Department with documentation of non-profit status, a copy of the invoice, ad copy, and event summary (Form B). Checks are made payable to the organization listed. The organization is responsible for payment to the vendors, agencies, or other media outlets they used.

To be funded, projects must show that they will generate an increase in visitors and make a positive economic impact in the local area. The advertising plan must target markets beyond the local area.

Eligible promotional expenses include but are not limited to: e-mail marketing campaigns, magazines, newspapers, radio, TV, internet, direct mail, PR/media kits, and billboards.

Examples of expenses the Tourism Commission will not reimburse: operational costs (staff salaries, travel costs, facility rental, insurance, etc.), local advertising, and posters and flyers that are not direct-mailed.

Type of Events that may apply for consideration:

- A **New Event** is an event that has not previously been held in the area. It's an event the applicant intends to repeat regularly and is a project beyond the scope of daily operations.
- An **Existing Event** project may be awarded funding for advertising in a new geographic market, targeting a new demographic audience or advertising placed in a new medium. New markets, media and audiences should be chosen based on their potential to increase event attendance.
- A **One-Time, One-of-a-Kind** project publicizes an event of major significance that has the potential to generate media coverage throughout the State of Wisconsin. Anniversaries and birthdays are excluded. Funding is limited to one year.

Send applications and all materials to:

Fort Atkinson Area Chamber of Commerce

c/o Tourism Manager

244 North Main St.

Fort Atkinson, WI 53538

Applications may also be emailed to tourism@fortchamber.com

Call 920.563.3210 for more information or visit www.fortchamber.com.



FORT ATKINSON AREA
CHAMBER OF COMMERCE

Application for Financial Sponsorship for Advertising of Events that Promote Tourism

Form B, Event Summary

Complete this form and submit to the Fort Atkinson Area Chamber of Commerce for reimbursement of approved promotional funding.

Name of Project:	Date of Project:
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Name of Organization*Planning and Facilitating Project:	
Individual(s) Completing Event Summary:	Date of Summary:
Address:	
Phone:	Email:
Fax:	Website:
Amount of Funding Requested:	Office Use Only:

*Your reimbursement check will be written to the above mentioned organization.

Include a separate sheet(s) with the following details:

1. Project Summary:
2. Report the number of participants and describe their demographic (local, out-of-town, etc.):
3. Profit & Loss Budget versus Actual:
4. Dollar amount of trackable visitor spending or economic impact
5. How did you track the success of your media plan?
6. Share details and examples showing how your programming:
 - D. Impacted our community as a whole?
 - E. Promoted tourism to our community?
 - F. Encouraged over-night stays and multi-day activities?

Send summary and all materials to:
 Fort Atkinson Area Chamber of Commerce
 Tourism Manager
 244 North Main St.
 Fort Atkinson, WI 53538
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 Call 920.563.3210 for more information or visit www.fortchamber.com.