

# **BANNER ELK TOURISM DEVELOPMENT AUTHORITY**

## Request for Event Funding

The Banner Elk Tourism Development Authority welcomes proposals for special events funding from area organizations, both for profit and non-profit, that are designed for the purpose of attracting visitors to the Banner Elk area.

## Procedure for Application

Any organization wishing funding support from the TDA must fill out the Special Event Funding Request Form and Budget Form completely. These forms must be submitted to the TDA two weeks prior to the scheduled meeting.

The TDA will review funding proposals as needed. Applications will be reviewed and considered, and the applicant may be invited to present an in-person, formal presentation of the event.

Applicant accepts the conditions as set forth in the Policy of Banner Elk TDA Special Events Grant. (See below)

## **POLICY OF BANNER ELK TDA – SPECIAL EVENTS GRANT**

1. Applicant must justify that grant funds will be used for the promotion of tourism and to attract overnight visitors.
2. Grant funds should be used directly for public relations and marketing of the event/area to potential overnight visitors.
3. A grant request shall not exceed \$4,000 and needs to justify the amount requested.
4. Applications indicating matching funds on a dollar for dollar or greater basis are encouraged and may determine event funding.
5. A final written report shall be made within 90 days of the closing event and shall include a final financial statement, receipts, and brochures, etc. when applicable.
6. Modifications or alterations of event after funding must be approved in writing by the Banner Elk TDA.
7. Termination or cancellation of a funded event must be reported to the Banner Elk TDA and the full amount of the grant be returned to the TDA.

8. Grant recipients are required to add the Banner Elk TDA logo to any printed media.

Your signature below certifies that you agree to submit to the Finance Officer of the Banner Elk Tourism Development Authority an accounting of the grant funds received for this application. This accounting should include invoices and cancelled checks pertaining to your grant request and is due within 90 days after the funds are received. I understand the above conditions and policies and agree to abide by said conditions for receiving funding from the Banner Elk TDA.

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Applicant's signature

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Date

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Name of Organization

# SPECIAL EVENTS FUNDING REQUEST FORM

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Name of Organization

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Contact Person

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Mailing Address

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City, State, and Zip Code

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Phone number

\_\_\_\_\_ For Profit Organization

\_\_\_\_\_ Non-Profit Organization

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Event Starting Date

\$ \_\_\_\_\_

Amount Requested from TDA

## PROJECT JUSTIFICATION

Please describe the proposed event and why it justifies funding from the TDA. Be certain to address:

1. How will your project/event support tourism development and promotion of Banner Elk as a destination?

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2. How does this project/event create out of town visitors and overnight stays in Banner Elk?

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3. What is the purpose of project/event, intended goals of project/event? Start and end date.

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4. Give a brief history of your organization and its previous activity on behalf of tourism in Banner Elk.

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5. Give a description of the organization's administrative ability to carry out the project.

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6. Describe your marketing plan: Explain where, how and to what frequency your event will be promoted.

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\*Please use additional paper if necessary

Expected Attendance \_\_\_\_\_

Percentage of attendees from out of the region (10 mile scope) \_\_\_\_\_

Estimated room nights anticipated from event \_\_\_\_\_

# SPECIAL PROJECT/EVENTS BUDGET FORM

## TOTAL EVENT BUDGET

Event fees & expenses (be specific in breakdown)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Marketing/Promotion expenses (specify type and location, paid media only)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Entertainer/Talent expenses

_____	\$ _____
_____	\$ _____
_____	\$ _____

Other Expenses

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

**Total Project/Event Budget/Expenses** \$ \_\_\_\_\_

\*If the event has been undertaken or held previously, please include a copy of the previous year's final budget.

**INCOME**

Estimated earned income (identify source)	_____
Estimated contributed income (non-profit only)	_____
Other grants	_____
Amount requested from the Banner Elk TDA	_____

**TOTAL INCOME** \$ \_\_\_\_\_