



PO Box 1212 • Douglas, Wyoming 82633

Please e-mail completed grant applications to jen@sagebrushmarketing.net no later than the first of the month prior to the meeting where the grant is to be considered. Confirm receipt by calling 307-351-0730 if you have not received a confirmation e-mail within 24 hours. Also, call or text this same number if you have questions about the application process. We are happy to help.

Event Name: _____

Event Date: _____

Event Location: _____

Host Organization: _____

Address (including city, state, zip): _____

Are you a non-profit? _____
(please include documentation from the Wyoming Secretary of State's office)

Event Director: _____

Phone: _____

E-mail: _____

Alternative Contact: _____

Phone: _____

E-mail: _____

Describe the Event:

Who are your target attendees? What do you project for attendance?

How does this project create tourism activity in Converse County?

Do you have any partners or collaborators in hosting this event? If, so please list them below.

Please list how you plan to spend the money including the amount, the vendor and what you will receive for the investment. This can also be attached, but it does need to be clear how much you're requesting and where you plan to invest those dollars.

Please attach the following:

- **Your certification of authenticity from the Wyoming Secretary of State's Office.**
- **A copy of any advertising you have prepared for this year or similar advertising created for a previous event.**
- **Any additional documentation that may aid the board in making its decision.**
- **Bids from the vendors with which you plan to purchase advertising.**

Once being awarded a grant, you have 90 days from the date of the event to have all invoices submitted for payment and final report turned into the Tourism Board. Re-

ports can be presented verbally or submitted in written form with event photographs. Within your final report, please detail event attendance. Counting license plates, to determine how far people traveled to attend, can be a great way to do this.

Things applicants should know:

Planning your marketing efforts early is important. If you apply for funds right before your event, you don't leave yourself time to adequately spread your message. Sometimes an event is dubbed unsuccessful when it is actually the marketing that needs modified.

These grant dollars are generated with the lodging tax charged on overnight stays in the community. The board prioritizes dollars toward events that generate overnight stays and commerce amidst area businesses.

If you have a long-standing relationship with the board your grant may be awarded in a single check. If you are new at the grant process, or your materials aren't well organized, the board will ask you to pay invoices and submit them for reimbursement to ensure the dollars are being investment in accordance with lodging tax laws and goals.

Failure to file a final report can result in ineligibility for future awards.