



**Broadwater County Development Corporation
(BCDC)**

2020

**MARKETING GRANT
APPLICATION**

**UP TO \$500 FOR
EVENT AND ATTRACTION
PROMOTION**

Dear Promoter:

Broadwater County Development Corporation (BCDC) is announcing a new Marketing Grant for 2020.

To be eligible for one of these grants the event or attraction you are promoting must benefit economic development in Broadwater County by bringing people from outside the county to participate in your event or attraction. The main purpose is to help bring more people to Broadwater County that will support the local businesses. Events that will have little impact on local business may not be approved for a grant. The BCDC Board has the final say as to what grants are funded.

You are invited to apply for one of these grants if your organization or group is based in Broadwater County and your event will be held in Broadwater County. BCDC cannot help fund School, Government, Political or Religious events, BCDC will not help fund any event or attraction that just promotes or benefits a single business' own marketing strategy.

BCDC will not grant any monies to events that it deems inappropriate for our area.

These 50/50 matching grants are being awarded for up to \$500.00 for event or attraction promotion. The purpose of this grant is to help new events get started or existing small events and attractions expand their marketing base. These grants are good for only one event or attraction, if you need more help in a following year you must apply again.

If you are accepted for one of BCDC's grants, your event must be held within one year of your application. All state and local event requirements must be met.

Grants will be dispersed upon board approval of the submitted advertising invoices; BCDC will send the funds directly to your marketing provider along with your portion of the invoice. BCDC will match 50% of the expenditures up to a maximum of \$500.00. A \$1000 invoice would be eligible for a \$500 grant. BCDC retains the right to question, alter or reject any claim that they may deem inflated or unreasonable.

BCDC also retains all rights of publication relating to your event, which includes but is not limited to the following: the announcement, editorial and photographs of your event without any time limits.

Grant requests must be submitted to and approved by BCDC before your advertising is released to the public to qualify for a grant, there will be no retroactive grants given – NO EXCEPTIONS.

Please mail your application to BCDC, PO Box 698, Townsend, Mt 59644 or you may drop them off at 55 Jack Farm Rd.

BCDC MARKETING GRANT APPLICATION

Name of Organization or Business:

Type of Organization or Business:

Type of Event: **Family – Children – Adult** [circle one]

Date(s) of event:

Open and Close Times:

Physical Location of event or attraction:

Mailing Address:

Contact Name:

Contact Telephone Number:

Email:

Please answer the following questions about your grant request.

1. Are there any local or state permits required for the event or attraction you are proposing?
2. Have you applied for and received all necessary permits?
3. Who is providing insurance for your event?
4. What type of marketing are you using? [print, radio, TV, video, banners, billboards etc.]
5. Please describe the event or attraction and projected marketing costs, include the source of matching funds (*attach additional sheets if necessary*).
6. Please provide a brief description of what your marketing will consist of and a copy of your advertising (*attach additional sheets if necessary*).

7. Approximately how many people will your marketing reach?
8. What area are you targeting [100 mile radius, Montana, North West etc.]?
9. Who did the design work for your advertising?
10. When will you start marketing [a minimum of 4 weeks prior to the event is recommended]?
11. How will your event stimulate local business [eating establishments, lodging etc.]?
12. Does this event have the potential to grow or continue to grow?
13. Who is managing the event? Do they have any experience?
14. How many people are involved in running the event & what are their roles?
15. Who are your event sponsors?
16. What area activities [lake, ATV, dirt bikes, trail system, fishing, hunting, ice racing, bow fishing etc.] are you promoting?