



Marketing Assistance Grant Application

Please mail the completed application to:
Alleghany Tourism Development Authority
PO Box 1256 • Sparta, NC 28675

Date: _____ Tax ID Number: _____

Name of Group: _____

Amount Requested: _____ Type of Group: For Profit Non-Profit

Contact Name: _____ Phone: _____

Mailing Address: _____

Event/Program/Project Name: _____

Event/Program/Project Location: _____

Event/Program/Project Date: _____ Time: _____

Number of years Event/Program/Project has been held: _____

Past Attendance: _____

Describe the event/program/project (use additional pages if needed): _____

Please describe your intended audience: _____

We are interested in events that draw people to our county. How would you market your event to those outside Allegheny County? What communities will you direct most of your marketing toward? How many overnight guests do you expect to draw:

What other events has your group organized and held in the past?

The Grant Application requires that your organization submit a detailed proposed budget for this event. We would like a budget for your organization. Include projected income from sponsors and other organizations. Your budget should include details of how the TDA grant funds would be used as part of your event/program/project.

The TDA Grant process requires that you submit an after-action report. This report should be submitted within 45 days of the conclusion of your event/program/project. Invoice must be submitted within 30 days after event/program/project or completion of job

Applicant Signature

Date

Print Name

Please fill out this form completely. Only properly completed forms and those meeting eligibility guidelines granted by the N.C. General Assembly under HB 66, Session Law 2011-170 will be considered.