



Marketing Assistance Grant Event Application

You may submit application:

- online at www.alleghanytda.com
- by mail: Alleghany Tourism Development Authority
PO Box 1256, Sparta, NC, 28675
- drop by: Alleghany Chamber of Commerce at 58 South Main St., Sparta

Date: _____ Tax ID Number: _____

Name of Group: _____

Amount Requested: _____

Contact Name: _____ Phone: _____

Mailing Address: _____

Email Address _____

Type of Group: For profit Non- profit

Event/Program/Project Name: _____

Event/Program/Project Location: _____

Event/Program/Project Date(s) and Time(s): _____

Number of years event/program/project has occurred: _____

Past attendance: _____

Describe the event/program/project.

What is the goal of the project/event?

How many people will be working toward the success of the project/event?

How will this impact/help/bring attention to Alleghany County?

Does this event/project address any specific vision/goal/need for **your** group?

Will this event/project bring **over night** visitors to Alleghany County?

What target audience do you hope to appeal to?

What other events has your group organized in the past? _____

How will your event/project be implemented? _____

What is the working timeline, please include dates.

Describe/list all types of advertising/marketing for this event/project

How is this event/project directly connected to the TDA goals of tourism and overnight stays in Alleghany County?

If the TDA does not provide funding, how will you sustain or go forward with the project/event?

The Grant Application requires that your organization submit a **detailed proposed budget and itemized list of all projected costs for this event/project.**

- Include projected income from sponsors and other organizations.

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 form completely.

Only properly completed forms and those meeting eligibility guidelines granted by The N.C. General Assembly under HB 96, Session Law 2011-170 will be considered.

If you need an assistance or questions please contact 336-372 -5473.