



## Marketing Assistance Grant Event Application

You may submit application:

- online at [www.alleghanytda.com](http://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.
  
- Your budget should include details of how the TDA grant funds would be used as part of your event/program/project. Use the space below or include as an attachment to the end of this document.

**NOTE: If awarded the TDA funding all marketing and event information must include the TDA logo.**

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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.

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Applicant Signature

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Date

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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.**