



**MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE**  
**EVENT/TRADE/SPORT SHOW FUNDING REQUEST**

**GUIDELINES: All of the below procedures MUST be met in order for consideration for participation by the Marinette County Tourism Alliance Committee.**

- 1.) An applicant must provide the written funding request to the Marinette County Tourism Alliance Committee for reimbursement consideration no later than 60 days prior to the scheduled event or by prior MCTAC committee approval.
- 2.) Marinette County Tourism “the real north” must be prominently displayed by official logo or signage on the trade show booth or within the display. **This banner must be picked up and returned by the participant. Replacement costs will be assessed if lost, unreturned or damaged.**
- 3.) The Marinette County Visitor’s Guide must be distributed to potential customers throughout the event.
- 4.) Marinette County Visitor’s Guides must be as equally accessible as the participants’ materials.
- 5.) A record of ‘quantities used’ of the Marinette County Visitor’s Guide distribution must be kept and reported to the Marinette County Tourism Alliance Committee following the event or show.
- 6.) A photo of the booth/display must be taken at the venue and be provided to the Marinette County Tourism Alliance Committee following the event or show.
- 7.) A full report of attendance and interest in Marinette County and its’ materials must be presented to the Marinette County Tourism Alliance Committee following the event or show.
- 8.) Billing must be submitted within 60 days following the event or show to the Tourism Director.
- 9.) Participants must provide copies of paid receipts for expense reimbursement.
- 10.) Review and approval of the above conditions will be in written form, signed by the tourism chairperson and an authorized representative of the participating business/association.
- 11.) Monetary support applicants will be considered for groups, organizations and private businesses.



**REIMBURSEMENT TYPES: (Options for Participation – Choose One of the Three Options Below)**

**PER DIEM:** Daily rate paid to participants for representing the trade show or event. Per diem reimbursement may not be used in conjunction with 50/50 Shared Participation option. (This option is available to both individual businesses and organizations.)

- 1.) Per diem is \$75.00 per day, as approved by the Marinette County Tourism Alliance Committee prior to the event. ALL OTHER EVENT COSTS ARE THAT OF THE PARTICIPANT AND/OR THEIR ORGANIZATION.

**EVENT COST SHARED PARTICIPATION:** Participants may request event cost shared participation with the Marinette County Tourism Alliance Committee. This amount is not to exceed \$500.00 for private businesses or \$1000 for groups or organizations for the entire event with paid receipts. (This option is available to both individual businesses and organizations.)

- 1.) Event costs ONLY are reimbursed up to \$500 for private businesses or \$1000.00 for groups or organizations. This includes booth space costs, on-site parking, electrical and other fees directly related to the operation of a functioning display with paid receipts. Does not include reimbursement for wages, meals, housing or mileage.

**50/50 SHARED PARTICIPATION:** Participants may request a 50/50 shared participation with the Marinette County Tourism Alliance Committee. (This option is only available to organizations.)

- 1.) Support will be no more than 50% of the total travel and event costs incurred by the participant. This includes booth space costs, on-site parking, electrical and other fees directly related to the operation of a functioning display with paid receipts. Does not include reimbursement for wages, meals, housing or mileage.

**The Marinette County Tourism Alliance Committee has the right to refuse any funding requests for any reason. A submitted funding request form to the committee does not automatically guarantee approval. The Marinette County Tourism Alliance Committee also has the right to defer to another option of participation prior to approval.**



**MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE**  
**APPLICATION FOR FUNDING REQUEST**

Date: \_\_\_\_\_

Type of Request:      Per Diem \_\_\_\_\_      Event Costs \_\_\_\_\_      50/50 Shared \_\_\_\_\_  
(Businesses use this option only)

PLEASE PRINT CLEARLY OR TYPE. SEND THE COMPLETED FOR AND ANY ATTACHMENTS TO THE MARINETTE COUNTY TOURISM DIRECTOR, 601 MARINETTE AVE., MARINETTE, WI 54143. ALL INFORMATION MAY NOT APPLY. IF WE NEED ADDITIONAL INFORMATION, WE WILL CONTACT YOU.

**NAME OF EVENT, SPORT/TRADE SHOW:**

**DATE(S) OF EVENT, SPORT/TRADE SHOW:**

**LOCATION OF EVENT, SPORT/TRADE SHOW:**

**ADDRESS OF EVENT, SPORT/TRADE SHOW:**

**NAME OF YOUR ORGANIZATION/BUSINESS:**

**CONTACT PERSON:**

**YOUR ADDRESS (Street, City, State, Zip):**

**DAYTIME PHONE:**

**E-MAIL ADDRESS:**

**SIGNATURE:** \_\_\_\_\_

ATTACH  
  
PHOTO  
  
HERE!

-----  
FOR OFFICE USE ONLY:

Date Received: \_\_\_\_\_      Date Approved/Denied: \_\_\_\_\_

Amount Approved: \_\_\_\_\_      Date Paid: \_\_\_\_\_      Amount Paid: \_\_\_\_\_

*Feel free to respond on a separate sheet of paper, if necessary:*

- 1.) Describe the event or show in detail:**
  
- 2.) Does the event or show impact overnight stays in Marinette County?**
  
- 3.) If yes, describe the impact the event or show has on overnight stays: (If this is a first year event or show, substantiate the potential of the event or show to impact overnight stays. If this is a recurring event or show, describe the success it has had on impacting overnight stays. Attach a copy of data summary).**
  
- 4.) Describe the characteristics of the audience that you will be targeting at the event or show. Describe the demographic (age, income, occupation, etc.) and/or the geographic characteristics of the attendees you will be directing the largest part of your marketing efforts.**
  
- 5.) What is your marketing plan? (Describe the strategies your organization will use to promote the event or show, such as advertising, public relations, marketing, print collateral, distribution of promotional pieces, etc).**
  
- 6.) What designated market area does your plan focus on?**
  
- 7.) How do you plan to collect data to measure the results of the event or show?**
  
- 8.) Where else is your organization applying for funding? How much? Full disclosure must be made regarding additional support or partnership funding received at any point before, during or after this application has been submitted.**
  
- 9.) Attach a complete itemized budget showing all costs associated with the event or show. If this is a recurring event or show, or applying for funding for a second event or show or subsequent times, attach a copy of the previous years' final fiscal statement.**
  
- 10.) What is your specific funding request for this event or show?**