



## Otoe County Visitors Committee

[otoecountyvisitorscommittee@yahoo.com](mailto:otoecountyvisitorscommittee@yahoo.com)

### Marketing Funds Request Form

The purpose of the Otoe County Visitors Committee is to advise the Otoe County Board of Commissioners in administering the Otoe County Visitors' Promotion Fund which proceeds shall be used generally to promote, encourage, and attract visitors to come to Otoe County, Nebraska and use the travel and tourism facilities within Otoe County.

As funds are made available through a percentage of lodging tax dollars collected in Otoe County, we ask that requesting organizations meet and adhere to the criteria listed below to promote Otoe County and our travel and tourism facilities. There are two funds request categories: 1) Promotion of an Event and/or 2) General Marketing.

**Instructions:** Fill this form out in its entirety and submit by email to [otoecountyvisitorscommittee@yahoo.com](mailto:otoecountyvisitorscommittee@yahoo.com).

If you have questions, please email OCVC at [otoecountyvisitorscommittee@yahoo.com](mailto:otoecountyvisitorscommittee@yahoo.com) or contact an OCVC board member.

**Requests for greater than \$5000 must be submitted within 90 days of the date the funds are needed.**

Complete the Marketing & Events Funds Request Form attached.

- A. Description of Event or Marketing: Describe event or project. If an event, who is the audience you hope to attract? How will the event be marketed? Is this a new event or are you expanding a current event? If a project, who is involved? Who is the target market and how will they be reached? How will it boost tourism in Otoe County?
- B. Complete a budget worksheet specifically listing the project activities that the monies will be used for. Identify radio and TV stations by location and call letter (for example, KETV Omaha). Include coverage area maps for all media buys. Be sure to include information that shows their audience and reach, and why this target market was chosen.
- C. By receiving funds, you agree to include **"Funded in part by the Otoe County Visitors Committee"** on all materials developed as a result of receiving approved funds. You also agree to provide OCVC examples of marketing materials, such as tear sheets, fliers, an itemized list of where funds were used, and receipts.

Once your project is complete, fill out a Post-Function Report on use of the OCVC Funds within 45 days following the event or completion of your advertising campaign.



**Otoe County Visitors Committee**  
[otoecountyvisitorscommittee@yahoo.com](mailto:otoecountyvisitorscommittee@yahoo.com)  
**Marketing & Event Funds Request Form**

Name of Marketing Request Project: \_\_\_\_\_

Amount Requested \$ \_\_\_\_\_ Date of Event: \_\_\_\_\_ Date funds needed: \_\_\_\_\_

Name of Organization/Community: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Mailing Address (this is where the check will be mailed if approved): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Category (check one): Promotion of Event  General Marketing  Estimated Attendance: \_\_\_\_\_

A. Description of Event or Marketing:

\_\_\_\_\_  
 \_\_\_\_\_

B. Description of what Funds will be used for (may attach worksheet if needed):

\_\_\_\_\_  
 \_\_\_\_\_

Marketing and Promotional Opportunities *(Please mark all you plan to utilize to advertise your event)*

Flier                       E-blasts/E-newsletters                       Website Advertising                       Poster  
 Social Media                       Radio Show                       Radio Advertising                       Signage – temporary  
 Newspaper Advertising                       Newsletters (please name: \_\_\_\_\_)

Lodging Package Developed and Promoted with Otoe County lodging facility  
 (please name facilities: \_\_\_\_\_)

Other local contributors and/or contributions that will be made or provided (dollars and/or donations, volunteers and/or volunteer hours): \_\_\_\_\_  
 \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Submit to: Otoe County Visitors Committee [otoecountyvisitorscommittee@yahoo.com](mailto:otoecountyvisitorscommittee@yahoo.com)

Date reviewed by OCVC: _____	Amount to be distributed: \$ _____	Request is: <input type="checkbox"/> Approved <input type="checkbox"/> Denied
Date Submitted to Otoe County Clerk: _____	Comments or conditions: _____	
Signature of OCVC Representative: _____	Date: _____	