



Otoe County Visitors Committee

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.

If you have questions, please email OCVC at 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.



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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 via e-mail to: Otoe County Visitors Committee otoecountyvisitorscommittee@yahoo.com