

SPECIAL PROJECTS GRANT FUND

Dear Event/Project Organizer,

Thank you for your interest in pursuing sponsorship opportunities with the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau!

Please know that the Bureau is here to answer any questions you may have in making your event the biggest success possible. The Special Projects Grant program was designed to garner your partnership in promoting the Santa Maria Valley to overnight visitors, which is our core responsibility to the City of Santa Maria.

The City Council of Santa Maria generously allocates funding to the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau to support the marketing efforts of the organizers of special events or projects that bring overnight visitors to our City.

In support of this mission, the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau invites Santa Maria-based organizations to apply for sponsorship monies through the Special Projects Grant program. With that in mind, please know that the aspects of the event/project that we are looking for include:

- Priority will be given to events, projects or promotions designed to bring in overnight visitors during the off-season months of September 1 through May 30 (excluding holidays);
- Preference will be given to events, projects or promotions held annually;
- Event, project or promotion must attract significant numbers of overnight visitors, giving the maximum return on investment to the City of Santa Maria;
- Organizers may request up to 50% of their budget (for marketing, graphic design, printing, radio/print/online advertising), with efforts targeting visitors living outside of Santa Barbara and San Luis Obispo Counties. The dollar amount is requested, as a guideline. There is no guarantee to receive what is requested. The program budget has to accommodate the requests from each cycle for events, projects and promotions which best fit criteria for the program;
- Organizers should include a well-developed marketing plan as well as defined uses for the promotional/advertising budget for the entire event, project or promotion;

The Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau will be considered sponsors of your event/project and your sponsorship package should reflect any and all benefits and publicity we will receive for our partnership with you.

Referral Program – NEW!

Recipients of SPG monies are eligible for free accommodations during their next event: refer a new event planner (qualified) to the Bureau and if that planner hosts a new event in Santa Maria, your room is free during your event! This opportunity is only open to one person, the main contact listed on the SPG application. In this case, “qualified” means the planner is hosting an event large enough to draw a significant amount of overnight stays. Please help us increase overnight stays through special events! Questions? Contact Gina Keough at (805) 925-2403, ext. 814 or Gina@santamaria.com.



Santa Maria Valley
CHAMBER OF COMMERCE
& VISITOR AND CONVENTION BUREAU

APPLICATION DEADLINES:

Friday, Nov. 5, 2010: For events/projects held from January 2011 through June 2011

Friday, May 6, 2011: For events/projects held from July 2011 through December 2011

Mail must be postmarked by the above dates -- No exceptions can be made for late applications. Please note that you can download the most current version of this application from the Chamber Benefits and Services page on www.santamaria.com. Please feel free to attach any additional support for the grant application. For more information, please call VCB Manager, Gina Keough at (805) 925-2403, ext. 814.



REQUIREMENTS

- Organization must be a member in good standing of the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau.
- Please apply separately for each event or project. Submit one original plus five (5) copies of the typed application *Handwritten applications will not be accepted.*
- Recipients of funds will consider the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau to be sponsors of their event/project. Acknowledgement of our support is required from all recipients and supporting samples of this acknowledgement is requested after the event to maintain eligibility for future funding. Examples include:

SMVCC logo included on printed materials; recognition in press releases, radio or TV spots; and/or tickets.

- *All monies received through the Special Projects Grant must be used to promote the event to overnight visitors coming from outside of Santa Barbara and San Luis Obispo Counties. The main objective of the special projects grant program is to promote unique events which draw a large attendance from out of town, such as Los Angeles, San Francisco and the Central Valley, where traveling visitors will require overnight accommodations in the Santa Maria Valley.*

FOLLOW UP

After your event, all grant recipients must supply the Visitor and Convention Bureau with an itemized budget to indicate how the money was used for the event/project along with an update on how the event/project went. Compliance with this policy ensures eligibility to apply for sponsorship monies in the future. The follow-up package should include copies of print advertising, event programs, radio spot schedules, etc. – to verify out-of-county (Santa Barbara/San Luis Obispo) promotion.

Date: _____

SPECIAL PROJECTS GRANT APPLICATION



Name of project/event: _____
Date(s) of project/event: _____
Hours of project/event: _____

Contact Name: _____
Title: _____
Organization: _____
Organization's web address: _____
Mailing Address: _____
Phone: _____ **Fax:** _____

Email: _____

PROJECT INFORMATION

Project category (check one):
 Print/Digital Advertising Radio Advertising Brochure Video Collateral material
 Special Event Other: _____

For events and festivals which are open to the public, please provide a detailed listing for our calendar of events:

Please provide any additional information that applies to your event, project or promotion:

Location: _____
Admission: _____
Total # of expected spectators/participants: _____
Percentage of out-of-town* spectators/participants expected: _____
Average length of stay in Santa Maria: _____
Where will they stay? _____

* From outside Santa Barbara and San Luis Obispo Counties

This event/project is (check one): One-time event/project On-going event/project

How will your event/project promote visits to Santa Maria?

[Tell us who you are targeting, why they would come here, which attractions you will be visiting, how many hotel rooms you will be filling, how large your target audience is, if your event has the potential to grow in size, etc.]

HISTORY

Have you received prior VCB assistance? ___ Yes ___ No

Year _____

Amount Requested _____

Amount Granted _____

What is the primary purpose/mission of your organization:

How many years has your organization been presenting this event/project? _____

PROJECT ADVERTISING/PROMOMOTIONAL PLAN

Total budget for 2009/2010: \$ _____

Total promotional budget: \$ _____

Grant amount requested: \$ _____

(The SPG budget is limited from year to year, with allocations spread amongst those qualifying applicants twice annually. The funds requested must not exceed 50 percent of promotional budget and must be used to promote the event outside Santa Barbara and San Luis Obispo Counties).

Federal ID number (if applicable): _____

Local banking reference:

Please list other confirmed sources of financial support [i.e. other sponsors, grant monies received, etc.]:
