

Special Project Grant (SPG) Application



Applications will not be accepted without a formal letter of request for sponsorship. Complete applications must be received by 5:00 p.m. of the first Friday of May or November. All request for grants must be made at least 6 months in advance of event date. Checks are usually mailed out within two months, so please plan accordingly. The SPG committee will decide which events receive funding and for how much, continued growth will result in continued sponsorship.

Applicants must be able to meet the following criteria:

- The Santa Maria Valley Chamber of Commerce will be named a sponsor of your event/project
- The event/project must be held in the Santa Maria Valley
- Events held in the downtown area and/or during the off-season of November-April receive preference
- Event/project must be marketed to bring in overnight stays to the Santa Maria Valley
- Monies must be used for marketing, printing, radio/print/online advertising. Funding is not to be used for giveaways or prizes for your event

Requirements

- Planner must be a current Chamber member
- Must work with our Chamber Member Hotels – create at least 2 room blocks with different hotels
- Must provide a reciprocal link from your website to the Chamber’s website
- Post-Event, submit receipts and copies of ads, bulk mail paperwork, printing invoices/receipts, etc.

Section A: Event Information

Event Name: _____

Event Date (s): _____

Event Organizer: _____

Address of Event: Street _____
City _____

Mailing Address: Street _____
City _____ State _____ Zip _____

Section B: Social Media Profile for Organization

Website: _____

Instagram: _____

Facebook: _____

Social Media Profile for Event

Website: _____

Instagram: _____

Facebook: _____

Section C: Marketing Plan

Targeting Areas: _____
Marketing Budget: _____
Print Advertising: _____
Digital Advertising: _____
PR Agency: _____

Section D: Partner Hotel Information (indicate host)

1st Hotel using: _____
Hotel Contact: _____
Room Blocks: _____

2nd Hotel using: _____
Hotel Contact: _____
Room Blocks: _____

Section E: General Event Information

How many years has your event existed? _____ **How many years your event has been in Santa Maria?** _____

Any additional comments you would like to share to help us in determining your grant request.

Name Signature Date