

SPECIAL PROJECT GRANT APPLICATION FORM

Applicants must fill out this form completely. Information provided in Section A will be posted publicly to promote your event on santamariavalley.com.

SECTION A: CONTACT & EVENT INFORMATION

Organization Name: _____

Event/Project Name: _____

Event Date(s): _____ Start & End Times: _____

Location/Venue: _____ Admission Cost (\$): _____

Public Phone: _____ Public Email: _____

Event Website: _____

SECTION B: ATTENDANCE & ECONOMIC IMPACT PROJECTIONS

Anticipated Total Attendance: _____ Santa Maria Valley Anticipated Overnight Hotel Nights: _____

Partnering Chamber Member Santa Maria Valley Hotels: _____

SECTION C: PROMOTIONAL & MARKETING PLAN

1. Target Audience & Geographic Markets (Specific cities/regions targeted outside Santa Maria Valley):

2. Eligible Marketing Expense Budget Breakdown (Provide estimated allocations):

Print Advertising:	\$	Collateral/Brochures/Posters:	\$
Online / Digital / Social Media:	\$	Graphic Design Services:	\$
Radio / Broadcast Advertising:	\$	Tournament Fees:	\$
TOTAL REQUESTED FUNDS:	\$		

ACKNOWLEDGMENT & SIGNATURE

By signing below, I certify that the information provided is true and correct, and that our organization agrees to comply with all grant requirements. I acknowledge that our event/project must be physically held in the Santa Maria Valley with the objective of increasing overnight hotel stays, and that future funding may be adjusted based on generated room nights. We agree to name **Discover Santa Maria Valley** as an official sponsor, maintain a live reciprocal link to santamariavalley.com, and utilize grant allocations strictly for eligible marketing, graphic design, printing, advertising, or tournament fees (excluding giveaways, raffle items, or prizes).

Authorized Representative Signature _____ Date _____