

CADILLAC AREA FESTIVALS & EVENTS GRANT APPLICATION

Dear Festival or Event Organizer,

*This Grant Application was developed by the **Cadillac Area Festivals & Events**, supported by a grant from the Cadillac Area Visitors Bureau. The application is used to **request grants from \$200.00 to \$2,000.00** to support marketing efforts of area festivals & events that procure multiple night stays in the greater Cadillac Area hotels. Additional criteria is outlined in the following pages. If your festival or event cannot demonstrate effect/impact on overnight visitors to the area, this grant application process is not for your organization.*

WHO should apply?

Established multiple day festivals, events, and/or businesses soliciting large groups to come to the Greater Cadillac Area where the majority of the people will stay in an area hotel. Must be able to provide two years of detailed financial information and/or provide an economic benefit statement with letters of recommendation from the local cities, counties, villages or hotels.

What's required once you are awarded the grant?

Grantees will be required to record and report conclusions of the grant monies and event success. The grantees are also required to list 'Cadillac Area Festivals & Events' name on their marketing materials. No more than \$2,500 will be granted to any one recipient, unless the CAFÉ Board deems appropriate.

Instructions

1. Please **type** all two pages of the application.
2. Additionally supply two (2) letters of support from sponsors, other granting agencies, public offices, etc.
3. Please answer all the questions on the application, add additional information as you see fit.
4. Hard/ paper copies: we do not accept hard/ paper copies.
5. Digital copies only: please submit via e-mail to visit@cadillacmichigan.com in one pdf file if possible, with subject line: CAFÉ Grant App.
6. Please be certain to address the criteria items on the following page.

Good Luck on your application!

Sincerely,
CAFÉ Board of Directors

CADILLAC AREA FESTIVALS & EVENTS – GRANT APPLICATION

APPLICATION GUIDELINES

The **Cadillac Area Festivals & Events** may offer Grant Applications throughout the year. Application announcements are made available at www.cadillacmichigan.com and www.facebook.com/visitgreatercadillac at least 60 days prior to the application deadline. Announcement of Finalists are within 30 days of deadlines. Disbursement of funds thereafter.

Applicant Geography: In general, the geographic focus of the Grant is for events/ festivals north of Cadillac to Buckley, south of Cadillac to Leroy/Luther, west of Cadillac to Wellston and east of Cadillac to Merritt. The festival, event or group meeting must reside within this geography.

Criteria: The Cadillac Area Festivals & Events Grant program typically awards grants that support marketing efforts of multiple day festivals, group meetings, or events, and multiple day overnight transient stay, where funding is scarce or needed to sustain the festival, group or event. These grants should never become an annual event budget item.

Qualified applicants will be organized and must demonstrate at least two years of strong financial activity. **Priority will be given to areas of endeavor that reflect the following characteristics:**

- Increases the **viability** of the festival, event, or activities to draw additional attendees from out of town to require over-night stay.
- Potential **impact** of the event/activity, draw to out of area visitors (2+ hours away).
- Extent of local **volunteer** involvement and **media** support.
- **Commitment** and **composition** of the requesting organization's directors, staff and volunteers.
- Degree to which the applicant works with/compliments other organizations to create a **multiple day event**.
- Ability of the organization to obtain additional **funding** (if necessary) to implement the project.

Normally, grants will NOT be funded for:

1. Fund-raising campaigns
2. Logistical items such as porta potties, garbage, tents, etc.
3. Sectarian (religious) or political programs
4. Grants to individuals (except as allowed by law or funds so designated)

We are primarily looking to grant monies to enhance your event/activity marketing campaign, such as

- Event Website or Social Media page development with custom URL or page
- Advertising schedule on social media, search engines, websites, print, radio, television, apps, etc.
- Printing of posters, handouts, brochures, etc. to distribute outside of your local area, such as at Visitors Centers
- Attend volunteer training for special event, such as MFEA, or niche related offerings

Grant Applications shall be reviewed by the **Cadillac Area Festivals & Event Board of Directors within 15 business days of the deadline for applications to ensure all information is obtained.** If the Grant Application is approved for funding, the Grantee will be required to enter into a Grant Agreement. This Agreement specifies responsibilities of Grantees.

Annual Grant Cycle:

Applications available on-line: before April 1

Applications DUE: May 10

Grantees contacted: by May 30

Grant funding available: after June 1

CADILLAC AREA FESTIVALS & EVENTS – GRANT APPLICATION

GRANT APPLICATION COVER SHEET

Date of Application: _____ Amount Requested: \$ _____ (\$200-\$2000)

Legal name of organization/ organizer: _____

Festival/Event Name: _____

Event Location (park, city): _____

Year Founded: _____ Event start Date: _____ End Date: _____

Event Total Revenue: \$ _____ Total Event Cost: \$ _____

Marketing budget: \$ _____ *include copies of past advertisements and publications noted.*

Include a copy of last year's special event gen liability coverage.

Geographic Area Served: _____

Estimated Attendees: _____ (_____% local _____% who drive more than 2 hrs to attend)

How many hotel nights does your event create? M _____ Tu _____ W _____ Th _____ F _____ Sa _____ Su _____

Is your event currently listed on www.cadillacmichigan.com festivals & events web page? __yes __no

Is your event currently listed on www.michigan.org festivals & events web page? __yes __no

How many volunteers on your committee? _____ How many are utilized throughout the event? _____

Primary Contact Name: _____ Phone number: _____

Title: _____ E-mail Address: _____

Event meeting schedule/location: _____

Website address: _____

Facebook page: _____ Other social Media pages: _____

Mailing Address (no PO boxes please): _____

City/State/Zip: _____, _____ _____

CADILLAC AREA FESTIVALS & EVENTS – GRANT APPLICATION

GRANT APPLICATION - MARKETING & FINANCE

Please fill in or attach additional page(s) to answer the following:

Which media outlets have you used? __fb __ Web __ e-mail __ Newspaper __Radio __TV __Other: _____

Please use separate sheet to explain/ outline and attach your event marketing/ media plan.

List any previous support from other grants in the last 3 years: _____

List any sponsorship support from other organizations/ businesses in the last 3 years over \$1,000? _____

Why does your event deserve a CAFÉ marketing grant (one sentence):

Attach copies of ALL current flyers, print outs of website, facebook, any additional materials to help us understand your event.

By signing this grant application, we are validating our authorization bestowed upon us by our noted organization/ event, and we fully stand by our application in its truest sense and will fulfill the obligations of the grant upon receipt.

Organizations Authorized Signature

Date

Printed Name and Title

Organizations Authorized Signature

Date

Printed Name and Title

We wish you luck on being awarded a CAFÉ Grant! – the CAFÉ Board of Directors

NOTE: Our office hours are 9am – 5pm, Monday – Friday, if you have questions please call our office at 231-775-0657, or e-mail your questions to visit@cadillacmichigan.com Thank you!