

ENHANCEMENT EVENT GRANT APPLICATION



REQUIREMENTS

An "Enhancement Event" is defined as a special event that enhances the guest experience while visiting Alabama's Beaches. These grants will be awarded to non-profit organizations post-event.

Grant applications that do not meet the minimum criteria will not be awarded. Examples of allowed and disallowed expenses are listed as follows:

ALLOWED EXPENSES

- Promotional and marketing activities, including print, digital, billboard, TV, and radio advertising; posters, signage, brochures; video, slides, and related marketing materials, including both production and placement costs
- Entertainment and production costs, such as performer fees, staging, lighting, and sound
- Other promotional or entertainment-related expenses as approved by the CVB Board of Directors

DISALLOWED EXPENSES

- General operating or administrative expenses of the sponsoring organization not directly related to the event
- Interest on loans or outstanding debts
- Cash awards, prizes, or trophies of any kind
- Promotional merchandise, including apparel such as t-shirts or hats; beads or parade throws; and logoed or generic giveaway items such as cups, coolers, or tote bags
- Merchandise, food, or beverages purchased for resale or promotional distribution
- Scholarships or charitable contributions
- Events restricted to private or exclusive participation
- Activities or materials that violate applicable laws

ORGANIZATION INFORMATION

Name of organization hosting event _____

Organization address _____

City _____ State _____ Zip _____

Contact (event planner name) _____

Email _____ Phone _____

Organization website _____

Event website (if different) _____

Non-profit organization Yes No

Tax ID or SSN No. Yes No

Liability insurance Yes No

Name of carrier (N/A if this does not apply) _____

EVENT INFORMATION

Name of event _____

Event start date _____ Event end date _____

Type of event Consumer show Festival Other

Event description _____

Has venue/facility been secured? Yes No

Event venue/facility (N/A if venue has not yet been secured) _____

Ticketed? Yes No

Admission (public) _____

Scheduled times _____

Schedule of events (if available) _____

Anticipated number of attendees _____ Anticipated number of vendors _____

FUNDINGAmount of funding requested _____ Have you previously received a grant from us? Yes No

If yes, include amount, name of event and year (N/A if this does not apply)

Community support and other funding sources (N/A if this does not apply) _____

Total budget _____

SIGNATURE/ACKNOWLEDGMENT

Please complete the application and the supplied W-9 form and return to Sarah Cooper at
SCooper@AlabamasBeaches.com.

All financial grants will be awarded after the event and will be awarded within 30 days of event completion.

Signature _____

Title _____ Date _____

GRANT APPROVAL (FOR INTERNAL USE ONLY)

Amount Approved: _____ Approved By: _____

Signature: _____ Date: _____