**FY 2016-17 Sonoma TID grant program**

**In partnership with Sonoma valley visitors bureau**

**APPLICATION**

To be considered for support through the FY 2016-17 TID Special Event Grant Program, a completed application and all supporting documents must be submitted to the Sonoma Valley Visitors Bureau by August 31, 2016.

**Please include an IRS Letter of Determination along with each application.**

**EVENT DETAILS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name of Event:** |  |  |  |  |  |  |
| **Event Date(s):** |  | **Time:** |  |  |  |  |
|  |  |  |  |  |  |  |
| **Event Location:** |  |  |  |  |  |  |
| **Projected Attendance:** |  | **Projected overnight rooms:** | | | |  |
| **Brief Event Description:** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Years in Sonoma, CA:** |  |

**APPLICANT/CONTACT INFORMATION**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Applicant Organization:** |  |  |  |  |  |  |
| **Name of Applicant:** |  |  |  |  |  |  |
| **Phone Number:** | ( ) |  |  |  |  |  |
| **Cell Phone Number:** | ( ) |  |  |  |  |  |
| **Business Address:** |  |  |  |  |  |  |
| **City:** |  | **St:** |  |  | **Zip:** |  |
| **E-Mail Address:** |  |  |  |  |  |  |

**Marketing details**

**MARKETING PLAN AND BUDGET**

In the space provided below, please provide the following information regarding the marketing plan for the event including but not limited to:

|  |  |  |  |
| --- | --- | --- | --- |
| **Target Demographic:** |  | |  |
| **Describe your Media plan/mix:** | |  |  |
|  |  |
|  | |  |  |
|  | |  |  |
| **Describe your Public Relations efforts:** | |  |  |
|  |  |
|  | |  |  |
| **Target markets:** | |  |  |
|  | |  |  |
| **Promotional activities:** | |  |  |
|  | |  |  |
| **Paid advertising budget:** | | $ |  |

**Application submission details**

The application period opens July 1, 2016 and closes on August 31, 2016. Applications must be received by the **Sonoma Valley Visitors Bureau by Thursday, August 31, 2015** no later than 4:00 p.m. Methods of submitting applications: 1) via email: [marketing@sonomavalley.com](mailto:marketing@sonomavalley.com) (subject line: Sonoma TID Marketing Grant Program); or 2) by delivering the application packet to the Plaza Visitor Center, located at 453 First St. E, Sonoma, CA 95476. An award decision will be made and announced during September 2016.

*Submitted by:*

|  |  |  |
| --- | --- | --- |
|  |  |  |
| NAME |  | TITLE |
| SIGNATURE |  | DATE |

***This communication is an invitation to submit an application and should not be interpreted as approval of TID funding.***