

Hutchinson Area Chamber of Commerce and Tourism is proud to continue our grant program exclusively for **event marketing** focused on bringing more people to Hutchinson. We want to partner with locally held events to market our community through a wider range of material. Any organization, or business, meeting the requirements of this grant may complete the attached application and return to the Chamber/Tourism office by the dates listed below.

2021 Granting Schedule- You do not have to wait until the quarter of your event to apply for funds.

<u>Applications due:</u>	<u>Grants announced:</u>
December 1, 2020	December 31, 2020
March 1, 2021	March 31, 2021
June 1, 2021	June 30, 2021
September 1, 2021	September 30, 2021

### Grants Available:

- Not-for-profit applicants may receive up to **\$1000** through this 1:1 matching grant program annually per event.
- For-profit applicants may receive up to **\$1000** through this 3:1 matching grant program annually, per event. Example: Organization A has an ad in the Star Tribune for \$500 which meets the criteria listed below. The Grant Selection Committee approves this for the 1:1 match. The Grant will cover \$250 of this ad. Organization A must match the \$250 to cover remaining cost of this ad. Business B, having the same ad, approved for the 3:1 Grant, would pay \$375 and the grant would cover \$175.

### Criteria:

1. All marketing listed in the grant payment form must be done outside of a 30 mile radius of Hutchinson, and must have a majority of their delivery and readership outside of the 30 mile radius from Hutchinson.
2. All marketing pieces listed in the grant payment form must include the [explorehutchinson.com](http://explorehutchinson.com) #MuchInHutch logo to qualify for reimbursement. Radio ads must contain the phrase "in partnership ExploreHutchinson.com" \*note- any ads using the Chamber Logo will NOT be accepted for reimbursement.
3. The Logo must be no smaller than 1.25" wide X .625" high or 1% of the overall ad, whichever is greater. The ad ratio must be maintained, and the logo background must stay white. Deviations from this MUST be approved by the Chamber before publication is printed.
4. Advertising and marketing components may include newspapers, magazines, website advertisements and banners, pay per click advertisements, periodicals, billboards, trade show booths, direct mailing or any other marketing tool.
5. Each marketing piece must be listed, along with location of publication, approximate date(s) of views, and cost. Each marketing piece (for the one event) will be assessed separately.
6. Approved grants will be paid out to the organization after the applicant has provided receipts of payments made and copies (or photos) of marketing materials including the ExploreHutchinson.com logo

### Procedure:

1. Applications must be returned by the quarterly deadlines noted above. Late applications will not be accepted.
2. Applications will be reviewed by a selection committee with the board of directors making final approval of the recommendations made by the selection committee.
3. Approved requests will be notified by the notification dates listed above. Letters will be mailed or emailed along with Logo requirements, itemized marketing pieces and the total grant dollars awarded.
4. After the event, a Grant Payment Form should be completed and returned along with receipts of payments made, and copies/photos of marketing materials. These should be returned no later than 60 days following the event. Grant Payment Forms will be provided at the time of Grant notification.
5. If the applicant does not follow through the entire marketing plan submitted, or the line item cost was less than expected, grant money will be paid out on a pro-rated basis for the partial plan that is implemented.

**\*\*\*All decisions by the selection committee will be approved by the Hutchinson Area Chamber of Commerce and Tourism Board of Directors and will be final. The selection committee and board hold all authority to make determinations based on money available, grants meeting criteria, the number of grants provided to any one organization, and the ability to follow the Chamber's mission and vision.**

