

GWTIDA EVENT FUNDING APPLICATION INSTRUCTIONS

¹ Must include a fully detailed description of the event to include:

- Evidence of the applicant's experience in producing or marketing similar type events.
- A full narrative on the event to include the event activities (if available) and the target demographic for the event.
- A breakdown of the applicant's marketing plan to include which types of media will be utilized, placement of media and the media budget.

² The event proforma must include:

- All sources of funding including sponsorships, grants, registrations, ticket sales, donations, etc.
- All expenses relating to the production, marketing and permitting of the event.

GWTIDA 2017 EVENT FUNDING APPLICATION

Deadline November 18, 2016

Please complete the following application and return to the Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) at 4501 Boardwalk, Wildwood, NJ 08260, fax to 609.846.2710 or email btrapp@wildwoodsny.com. For more information contact Beverly Trapp, Event Coordinator @ 609.846.2653. Supplemental materials such as press releases, copies of news articles (if available), marketing plans, a detailed event description¹ and an event proforma² must be included with this application.

Name of Event: _____

Event Start Date: _____ Event End Date: _____

Event Location: _____

Projected Cost of Event: _____ Projected Event Revenue: _____

Projected Marketing Costs: _____ Amount Requested from GWTIDA: _____

Will your event take place with or without GWTIDA Funding? Yes No (circle one)

Please attach a fully detailed description¹ of your event to this application that must include:

(Applications that do not include all of the items below will be incomplete and will not be accepted for consideration)

- Evidence of your experience in producing or marketing similar type events.
- A full narrative on the event to include the event activities (if available) and the target demographic for the event.
- A breakdown of your marketing plan to include which types of media will be utilized, placement of media and the media budget.
- What tracking methods are you are using to evaluate the effectiveness of the event?

Have you either notified or applied for a permit to conduct your event with the proper municipality in the Wildwoods?
____ Yes ____ No

Check Areas that Apply to Your Event: ____ Spectator Fee ____ Participant Fee

Contact (Producer) Name: _____

Address _____

Phone # _____ Fax # _____ Email _____

Website Address _____

What age group (demographic) is this event targeted to? _____ Anticipated Attendance _____

Complete attached event proforma².

- All sources of funding including sponsorships, grants, registrations, ticket sales, donations, etc.
- All expenses relating to the production, marketing and permitting of the event.

If awarded funding, Promoter shall provide the Authority with a **Post Event Report** outlining the overall success/failure of the event, the total attendance and specifics on the event. The post event report shall be delivered to the Authority no later than 90 days from the conclusion of the event. Failure to provide the Post-Event Report and the final Event Proforma with paid receipts during the period specified shall result in cancellation of this contract and loss of funding from AUTHORITY for the said event.

Contact Signature

Date

