



The Greater Wildwoods Tourism Improvement and Development Authority
The Wildwoods Convention Center

2026 GWTIDA Special Events Funding Program Announcement

Dear Event Promoter,

The Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) Special Events Committee is pleased to announce the application process for the 2026 Special Events Funding Program.

Application Period: Completed applications will be accepted from November 1, 2025, through December 31, 2025. The Committee will review all submissions during its January 2026 meeting, at which time all funding decisions will be finalized and communicated to applicants the following week.

The Committee is committed to awarding funds in alignment with GWTIDA's mission to support events that drive tourism and enhance the Wildwoods experience. Events in multi-year contracts for 2026 do not need to apply until the last year of their current contract, following the same November 1st–December 31st schedule.

Important Information:

- Updated funding program documents are available online at wildwoodsnj.com/businessinfo or by request via email to mdougherty@wildwoodsnj.com
- Previous funding forms will not be accepted.
- Post-event reports are required within 60 days of event completion.
- Submission of an application does not guarantee funding.

We greatly appreciate your dedication to creating memorable events for our special island and look forward to reviewing your proposals.

Sincerely,

Megan Dougherty
Event Coordinator GWTIDA
609.846.2653
609.410.5544
mdougherty@wildwoodsnj.com

SPECIAL EVENT FUNDING PROGRAM 2026



ACCEPTING APPLICATIONS: NOVEMBER 1 - DECEMBER 31, 2025
APPLICATION REVIEW & DECISION: JANUARY 8, 2026
PROMOTERS NOTIFIED: WEEK OF JANUARY 12, 2026

INFORMATION ABOUT FUNDING SUPPORT

GWTIDA tourism development fees are mandated through legislation NJSA40:54D-17b and are to be used by the Authority to develop, support, promote, and advertise events in the district during all months of the year and to enhance the public appearances of those events promoted in the tourism district.

Funding will be provided to promote and market specific tourism opportunities in the Wildwoods. The GWTIDA will determine and classify events into four different categories: Image, Economic Impact, Community, and Gated or Registration Required Events.

Projects will be selected based on high-quality work, clear demonstration of contribution to the Wildwoods tourism district, and fulfillment of the GWTIDA's mission. Applications are reviewed by a Special Events Committee. The Committee's funding decision is final.

Economic Impact Events

Events that drive a strong return on investment through increased daytrips or overnight stays. Funds must be used for advertising.

Image Events

Events likely to generate positive media coverage in outer markets that exceeds GWTIDA funding value, based on advertising equivalency.

Gated or Registration Events

Revenue-generating events with growth potential, eligible for up to five years of funding. Funds must be used for advertising.

Community Events

Recurring events mainly attended by residents and second homeowners within the tourism district.

There is no guarantee that GWTIDA will be able to provide all, part, or any of the funding requested. Applicants should not make commitments on the expectation of receiving funding. Recurring events do not automatically receive funding.

FUNDING PROVISIONS

- Compliance with specific terms and conditions in the funding contract
- Place the GWTIDA name and logo on collateral promotional materials for marketing and advertising the event
- Tag GWTIDA in social media posts relating to the event
- Include the statement "Supported in part with event funding from GWTIDA" where possible in any announcements
- Incorporate the GWTIDA logo and link WildwoodsNJ.com as a sponsor on the event's landing page for 12 months
- GWTIDA reserves the right to utilize sponsor booth space at the event at no cost

REPORTING AND REIMBURSEMENT

Promoters advance their own funds to arrange for the preparation and promotion of the event and will be reimbursed for eligible expenditures at the conclusion of the event.

For reimbursements promoter must submit an Event Proforma, Post Event Report, AND copies of all paid invoices made to suppliers in order to market and advertise the event. The Event Proforma and the Post Event Report must include a precise and complete listing of all expenditures.

All funding recipients must submit a final report to the GWTIDA Events Department within 60 days of the completion of the event.

WHO CAN APPLY?

- Non-profit organizations and registered charities serving the tourism district
- Organizations or businesses that have current general liability insurance and a business registration certificate
- Groups that fulfilled any previous GWTIDA Funding Grants satisfactorily

WHO CAN'T APPLY?

- GWTIDA Board and committee members or employees

For Complete Information Visit
WildwoodsNJ.com/business-info

SPECIAL EVENT FUNDING PROGRAM CHECKLISTS

FUNDING APPLICATION

POST EVENT REPORTING

FUNDING APPLICATION FORM

- ✓ Fully completed form

EVENT DESCRIPTION

- ✓ Evidence of the promoter's experience in producing or marketing similar type of events
- ✓ A full narrative on the event including the event activities and the target demographic for the event
- ✓ A breakdown of the promoter's marketing plan including what type of media will be utilized, placement and media budget
- ✓ Event graphics, illustrations, proposed footprint

PROPOSED EVENT PROFORMA

- ✓ Proposed sources of funding including sponsorships, grants, registration fees, ticket sales, donations, in-kind services, etc.
- ✓ All proposed expenses relating to the production, marketing, and execution of the event

SUPPORTING DOCUMENTS & MEDIA

- ✓ Letters of support, sizzle reels, reports from industry professionals, etc.

POST EVENT REPORT

- ✓ Fully completed form

EVENT PROFORMA

- ✓ Sources of revenue and other funding received, including sponsorships, grants, registration fees, ticket sales, donations, in-kind services, fees waived, etc.
- ✓ Expenses relating to the production, marketing, and permitting of the event. Examples of eligible expenditures for reimbursement:
 - Out-of-market ads for TV, radio, print (including billboards)
 - Digital advertising including e-marketing, social media marketing, pay-per-click marketing, search engine optimization, mobile marketing, content marketing, and promotional video content
 - Production and distribution of brochures, flyers, rack cards, or direct mail
 - Creation of a new website or mobile app or improvement to an existing website or mobile app
 - Expenses to assist with advertising, promoting and/or conducting the event, with the mutual consent of the Special Events Committee

SUPPORTING DOCUMENTS & MEDIA

- ✓ Copies of paid invoices/receipts
- ✓ Social media demographic insights
- ✓ Pictures and video of the executed event

CONTACTING GWTIDA

The GWTIDA Events Department is available for further information, or to arrange a meeting before submitting an application. Please direct your requests to Megan Dougherty, GWTIDA Event Coordinator, at mdougherty@wildwoodsnj.com or call 609.846.2653



GWTIDA Special Events Funding Application for 2026 Events

Accepting Applications: November 1 - December 31, 2025 **Application review & decision:** January 8, 2026 **Promoters notified:** Week of January 12, 2026

* Required

2026 GWTIDA Funding Program

Please ensure you have enough time to complete the form in one sitting. There is no a way to save your progress. In addition to the completion of this form, a complete and detailed proposed event proforma must be emailed to the Events Department, mdougherty@wildwoodsny.com, along with any other supporting documentation, event graphics, etc. The committee will not review incomplete applications.

1. Name of Event *

2. Event Dates *

3. Rain Dates *

4. Event Location *

5. Estimated Event Cost *

6. Estimated Event Revenue *

7. Projected Advertising and Marketing Cost *

8. Funding Amount Requested From GWTIDA *

9. Provide a full description of the event, including its purpose, history, and all planned activities. *

10. Has there been a meeting with or application for an event permit with the proper municipality? *

☐ Yes

☐ No

11. Spectator Fee (*required to enter performances, sporting events, etc.*) *

12. Participant/Registration Fee (*required to participate in tournaments, competitions, etc.*) *

13. Promoter Name *

14. Promoter Phone Number *

15. Business/Organization Name *

16. Mailing Address (*for mailing funding disbursements, not for public view*) *

17. Event Website *

18. What age group and demographic is this event targeted to? *

19. What is the anticipated attendance? *

20. Describe, in detail, the intended use of funding. *

Required Proposed Event Proforma & Supporting Documents

21. For funding consideration, a completed proposed event proforma and any supporting documents must be emailed to mdougherty@wildwoodsnj.com by December 31, 2025. The proposed event proforma is available for download at <https://wildwoodsnj.com/wp-content/uploads/2025/08/GWTIDA-Blank-Event-Proforma.xlsx> Supporting documents can include: letters of support, sizzle reels, reports from industry professionals, etc.

*Enter your initials: **

Funding Provisions

22. If awarded funding, the promoter shall provide the Authority with a Post Event Report and Proforma outlining the overall success/failure of the event, the total attendance and specifics on the event. The post event report and proforma shall be delivered to the Authority no later than 60 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 the contract and loss of funding from the Authority for the said event.

Enter your initials: *

23. If awarded funding, the promoter shall place the GWTIDA name and logo on collateral promotional materials for marketing and advertising the event.

Enter your initials:

*

24. If awarded funding, the promoter shall tag GWTIDA in social media posts relating to the event.

Enter your initials:

*

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List Proposed Advertising & Marketing Expenses (digital/online advertising, out-of-market ads for print, radio, or TV, flyers, posters, graphic design, etc.)

[illegible][illegible]

GWTIDA Funding Request	
Other Sponsorship (list) -	
Other Sponsorship (list) -	
Grants	
Vendor Fees	
Registration/Admission Fees	
Ticket Sales	
Merchandise Sales	
Other	
Proposed Revenue/Funding Subtotal:	

Proposed Profit/Loss:



GWTIDA Special Events Post Event Report for 2026 Events

* Required

2026 GWTIDA Funding Program

Please ensure you have enough time to complete the form in one sitting. There is no a way to save your progress. In addition to the completion of this form, a complete and detailed event proforma, copies of receipts, social media insights, must be emailed to the Events Department, mdougherty@wildwoodsny.com, along with any other supporting documentation. The committee will not review incomplete reports.

1. Name of Event *

2. Event Dates *

3. Event Location *

4. Event Cost *

5. Advertising and Marketing Dollars Spent *

6. Event Revenue (including sponsorships, grants, etc.) *

7. Number of Attendees *

8. List all advertising efforts associated with the production of the event. *

9. Spectator Fee (*required to enter performances, sporting events, etc.*) *

10. Participant/Registration Fee (*required to participate in tournaments, competitions, etc.*) *

11. Promoter Phone Number *

12. What age group and demographic is this event targeted to? *

13. What age group and demographic actually attended the event? *

14. Average Age of Event Attendees *

15. Average Age of Event Participants *

16. Did this event generate overnight stays in the Wildwoods? If yes, how many nights? *

17. Are you planning to execute this event again in 2027? If yes, what dates? *

18. Describe how you will improve aspects of the event or increase event attendance/participation for 2027? *

19. For funding disbursements, a completed event proforma, copies of receipts, social media insights, and any supporting documents must be emailed to mdougherty@wildwoodsnj.com. The event proforma is available for download at <https://wildwoodsnj.com/wp-content/uploads/2025/08/GWTIDA-Blank-Post-Event-Proforma.xlsx>

*Enter your initials: **

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Microsoft Forms

GWTIDA Event Funding Program (March. 4, 2024 rev.15)

The Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) Event Funding Program's goal is to promote the Wildwoods, New Jersey as a travel destination. Funding will be provided to promote and market specific tourism opportunities in the Wildwoods. Our mission is to "promote, advertise and otherwise enhance the attractiveness of the Wildwoods to existing tourists and visitors and to encourage new visitations to the Wildwoods".

As the principle marketing and promotion agency of the Wildwoods, the GWTIDA is charged with fostering economic growth by increasing tourism expenditures and visitation. Among its many programs and services, the GWTIDA executes a marketing campaign that includes television, print and internet advertisements, billboards, radio commercials, a public relations campaign, and financial support for events throughout the tourism season.

The Event Funding Program is open to any organization or individual that can demonstrate the expertise, knowledge and experience needed to ensure the successful execution of an event. The GWTIDA Board, staff and committee members are prohibited from applying for funding. The GWTIDA funds awarded in the Event Funding Program must be spent on the marketing/advertising program, plan or aspects of the event.

GWTIDA Event Funding Application Accessibility

Applications for consideration are available and downloadable from the WildwoodsNJ.com website or from the GWTIDA Event Coordinator. Applications will be reviewed on a monthly basis by the GWTIDA Special Events Committee. All applications will be subject to availability of funds.

Fiscal Year Event Funding Awards

Funding will be provided to promote and market specific tourism opportunities in the Wildwoods. The GWTIDA will determine and classify events into four different categories; Image, Economic Impact, Community and Gated or Registration Required Events. The review process to notification of award will take approximately four (4) to six (6) weeks.

Uses of Awarded Event Funds

The Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) tourism development fees are mandated through legislation NJSA40:54D-17b and are to be used by the Authority to develop, support, promote and advertise events in the district during all months of the year and to enhance the public appearances of those events promoted in the district.

The following are examples of eligible expenditures:

- Cost of producing and placement of ads for TV, radio, print (including billboards).
- Production and use of digital advertising including e-marketing, social media marketing, pay per click marketing, search engine optimization, mobile marketing, content marketing, and promotional video content.
- Production and distribution of brochures, flyers, rack cards or direct mail.
- New, major marketing initiatives such as the creation of a new website or mobile app or improvement to an existing website or mobile app.
- Expenses to assist with advertising, promoting and/or conducting the event, with the mutual consent of the Special Events Committee.

Types of Event Classifications*

Image Events: those events that the committee feels will likely generate positive media coverage in the Wildwoods outer markets that exceeds the amount of funding provided by the GWTIDA as measured by standard industry advertising equivalency formulas.

Economic Impact Events: those events that will produce a positive return to the tourism district per dollar awarded or increase the most direct visits of daytrips or overnight stays. Ongoing Economic Impact events will be reviewed on an annual basis.

Gated or Registration Required Events: those which have a source of revenue and should grow each year and will be considered for funding for no longer than five years.

Community Events: those events which are primarily attended by residents and second homeowners -and occur regularly or annually within the tourism district.

*The designation of each event classification will be at the sole discretion of the GWTIDA. The GWTIDA reserves the right to alter the amount of funding based on availability of funds.

Selection Criteria

Projects will be selected based upon high quality work, clear demonstration of contribution to the Wildwoods tourism district and fulfillment of the GWTIDA's mission. All applications will be distributed to a Special Events Committee who will evaluate all proposals against the stated criteria and achieve consensus on the merits of each.

In the proposal, the applicant/organization must illustrate a significant interest in the promotion of the Wildwoods and should provide evidence of experience producing effective marketing programs and/or similar events.

All event funding documents will be thoroughly previewed and accepted by signature of the GWTIDA Event Coordinator. Final execution of the funding agreement will be upon acceptance and signature by the GWTIDA in the form of an Event Funding Contract.

Funding Provisions

Organizations/promoters receiving event funding MUST:

- Adhere to the detailed list of benefits provided in their proposal and supply a schedule (including project/event dates, booth availability, advertising, press, television or radio opportunities) and specifications of all print and media deadlines
- Mention the GWTIDA on any announcements and TV/radio spots where possible. The GWTIDA name and logo will be placed on all collateral promotional materials, banners and press releases promoting the event. The logo and Standards of Use will be made available to recipient upon award of the funding. (Please note that the applicable logo for your use contains our web address.)
- Incorporate the logo and link (WildwoodsNJ.com) to the GWTIDA's website from funding recipient's home web page for 12 months and on any event underwritten by the funding for the duration of the supported event.
- Include the mandatory statement "Supported in part with event funding from the GWTIDA" where possible.
- The GWTIDA reserves the right to utilize booth space of their choice at the event for the GWTIDA and/or any sponsors the GWTIDA may secure for the promoter, and/or the event. Booth space shall not exceed four (4) ten by ten foot (10' x 10') spaces. The GWTIDA will notify the promoter of anticipated usage no later than fourteen (14) days prior to the event. The promoter will be duly notified of any sponsorship negotiations conducted on their behalf. The promoter is forbidden to advertise or promote any other tourism destinations or attractions outside of the GWTIDA tourism district.
- The GWTIDA must be contacted in writing immediately if a project event or program is cancelled or postponed.
- Promoters are required to include the GWTIDA as an additional insured party on their liability insurance. Limits of liability will be determined at the discretion of the Special Events Committee.

Final Reports and Reimbursement

All funding recipients must file a final report within 60 days of the completion of the project/event.

- Promoter shall advance his/her own funds to arrange for the preparation and promotion of the project/event and shall be reimbursed for said expenditures at the conclusion of the project/event.
- Promoter MUST submit an Event Proforma and Post Event Report for reimbursements. The Event Proforma and the Post Event Report MUST include a precise and complete listing of all expenditures AND copies of all paid invoices made to suppliers in order to market/advertise the event.
- The GWTIDA shall approve all reimbursements based on a review of the items described in the Uses of Awarded Event Funds section on page 1. Reimbursements shall be calculated on the sum total of all invoices submitted, but in no case shall reimbursement exceed the agreed upon sum of the total funding awarded.
- Furthermore, reimbursement shall not exceed the sum of the precise expenditures spent to market/advertise the event by the promoter.

• The GWTIDA reserves the right to contact or follow up with vendors or service providers listed on submitted invoices or expenditures of paid services submitted with post event reporting.