



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

2027 GWTIDA Special Events Funding Program Announcement

Dear Event Promoter,

The Great Wildwoods Tourism Improvement and Development Authority (GWTIDA) Special Events Committee is pleased to announce the application process for the 2027 Special Events Funding Program.

Application Period: Completed applications will be accepted from November 1, 2026, through December 31, 2026. The Committee will review all submissions during its January 2027 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 contract for 2027 do not need to apply until the last year of their current contract, following the same November 1 – December 31 schedule.

Important information:

- Updated funding program documents are available online at WildwoodsNJ.com/business-info or by request via email to mbakey@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.

The GWTIDA Special Events Committee greatly appreciates your dedication to creating memorable events for our wonderful island and looks forward to reviewing your proposals.

Sincerely,

Meghan Bakey
GWTIDA Event Coordinator
mbakey@wildwoodsnj.com
Office: 609-846-2653
Cell: 609-846-5168

SPECIAL EVENT FUNDING PROGRAM 2027

ACCEPTING APPLICATIONS: NOVEMBER 1 - DECEMBER 31, 2026

APPLICATION REVIEW & DECISION: JANUARY 14, 2027

PROMOTERS NOTIFIED: WEEK OF JANUARY 18, 2027



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 Meghan Bakey, GWTIDA Event Coordinator, at mbakey@wildwoodsny.com or call 609-846-2653



GWTIDA Special Events Funding Application for 2027 Events

Accepting Applications: November 1 - December 31, 2026 **Application review & decision:** January 14, 2027 **Promoters notified:** Week of January 18, 2027

* Required

2027 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, mbakey@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? *

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. Promoter Email *

16. Business/Organization Name *

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

18. Event Website *

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

20. What is the anticipated attendance? *

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



Required Proposed Event Proforma & Supporting Documents

22. For funding consideration, a completed proposed event proforma and any supporting documents must be emailed to mbakey@wildwoodsny.com by December 31, 2026. The proposed event proforma is available for download [here](#). Supporting documents can include: letters of support, sizzle reels, reports from industry professionals, etc.

*Enter your initials: **

Funding Provisions

23. 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: **

24. 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: **

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

*Enter your initials: **

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Proposed Event Proforma - 2027



Name of Event	
---------------	--

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

Proposed Event Expenses: *(city fees, event supplies, insurance, etc.)*

Total Proposed Expenses:	

Proposed Event Revenue & Funding:

GWTIDA Sponsorship -	
Other Sponsorship (list) -	
Other Sponsorship (list) -	
Grants	
Vendor Fees	
Registration/Admission Fees	
Ticket Sales	
Merchandise Sales	
Other -	

Proposed Profit/Loss:	
-----------------------	--



GWTIDA Special Events Post Event Report for 2027 Events

* Required

2027 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, mbakey@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 Name *

12. Promoter Phone Number *

13. Promoter Email *

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

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

16. Average Age of Event Attendees *

17. Average Age of Event Participants *

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

19. Are you planning to execute this event again in 2028? If yes, what dates? *

...

20. Describe how you will improve aspects of the event or increase event attendance/participation for 2028? *

21. For funding disbursements, a completed event proforma, copies of receipts, social media insights, and any supporting documents must be emailed to mbakey@wildwoodsny.com. The event proforma is available for download [here](#).

Enter/sign your full name: *

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Post Event Proforma - 2027



Name of Event	
----------------------	--

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

Event Expenses: *(city fees, event supplies, insurance, etc.)*

Total Expenses:

Event Revenue & Funding:

GWTIDA Sponsorship -	
Other Sponsorship (list) -	
Other Sponsorship (list) -	
Grants	
Vendor Fees	
Registration/Admission Fees	
Ticket Sales	
Merchandise Sales	
Other -	

Profit/Loss: