****

Please send completed application to: White County Tourism Authority, PO Box 260. Monticello, IN 47960 or email to: [info@enjoywhitecounty.com](mailto:info@enjoywhitecounty.com)

**2022 WCTA Event Advertising/Marketing Application**

Please choose **one** package only by adding a checkmark or “*X*” in the box to the right of package description.

|  |  |  |
| --- | --- | --- |
| Package A | An official website landing page for your festival which you can share, post, and promote digitally to a broader audience |  |
| Package B | Landing Page + up to $600 cash assistance as determined by the WCTAB |  |

If Package B, state amount requested (up to $600): $\_\_\_\_\_\_\_\_\_ to be used for promotional activities as follows:

$\_\_\_\_\_\_ Advertising $\_\_\_\_\_\_ Marketing $\_\_\_\_\_\_ Awards $\_\_\_\_\_\_\_ Other\*

\*Other, please explain:

**ORGANIZATION INFORMATION**

Organization applying for funding: Contact:

Mailing Address:

Telephone: Email address:

Web site:

**PROJECT INFORMATION**

Name of festival or special event:

Event dates: Location of events (include address)

Is this a new event to White County? \_\_\_ Yes \_\_\_ No

The WCTA is chartered with promoting out-of-town and overnight tourism. ***All***events will be highlighted on the [enjoywhitecounty.com](http://enjoywhitecounty.com/) website under the **Explore** feature as an added benefit. This funding is developed to offer financial assistance to groups planning festivals and unique events which encourage visitation from outside the county. Approval of your monetary requests will be based upon how the event impacts county tourism. In a brief statement, please summarize:

**VISITOR AND LODGING IMPACT**

(Include expected attendance; out-of-town attendance; how attendance is monitored, etc.)