

02/06/07; 06/05/08; 12/19/13;

8/18/15; 12/5/17

# APPLICATION FOR VISIT GRAND JUNCTION SPECIAL EVENT MARKETING ASSISTANCE

Please type application

Applicant/Sponsoring Organization: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Start Date of Event: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

End Date of Event: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

First-time Event?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If no, # of years event has been held:	Previous Attendance:	Total: Out of Town:
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Number of Overnight Visitors: \_\_\_\_\_  
*(Number of attendees, delegates, or visitors, including both participants and spectators, staying at least one night.)*

Number of Day Visitors (optional) \_\_\_\_\_  
*(Number of attendees, delegates or visitors, including both participants and spectators, not staying overnight.)*

Overnight Attendees  
Arriving by Air (estimate %) \_\_\_\_\_

Description of Event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe how this event complements or supplements the Visit Grand Junction's marketing efforts of attracting overnight visitation to Grand Junction: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What audience does this event target? \_\_\_\_\_

Explain how this event will attract out of town attendees: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe how and where you will market this event and how the Visit GJ branding will be included: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you applied for venue or permit(s) approvals(s)? \_\_\_\_\_

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Please list (or attach samples of) existing marketing materials:

- Logo/artwork: \_\_\_\_\_  
Proposed printed materials (newspaper/  
 magazine ads, flyers, etc.): \_\_\_\_\_
- Website/web address: \_\_\_\_\_
- Other materials: \_\_\_\_\_

Please list other sponsors: \_\_\_\_\_

Is the amount you are requesting from the Visit GJ greater than 50% of your total marketing budget for the event? \_\_\_\_\_

Do you give a percentage of your event earnings to a local nonprofit organization? \_\_\_\_\_

Would you like assistance from the Visit GJ Sales Team on a lodging lead? \_\_\_\_\_

What Visit GJ marketing assistance do you believe would be most beneficial to this event? Please check all categories that you would like the Visit GJ Board to consider. Please indicate if there is a specific publication, city or region you would like considered.

- Special interest publication: \_\_\_\_\_
- Newspaper or print ad: \_\_\_\_\_
- Radio: \_\_\_\_\_
- Printing costs (describe: entry forms, flyers, posters, etc.): \_\_\_\_\_
- Mailing or other material distribution: \_\_\_\_\_
- Website listing/link (provide web address): \_\_\_\_\_
- Press release (indicate if assistance needed in editing and/or distributing): \_\_\_\_\_
- Free Listing on [www.colorado.com](http://www.colorado.com) \_\_\_\_\_
- Other types of marketing support (please specify): \_\_\_\_\_

**Amount of Marketing Assistance requested: \$** \_\_\_\_\_

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## **APPLICATION FOR VISIT GRAND JUNCTION SPECIAL EVENT MARKETING ASSISTANCE**

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Visit Grand Junction will provide direct marketing assistance to events selected under this policy. Visit GJ does not manage, own, or permit events, but rather provides liaison assistance to event organizers, marketing assistance, and special event marketing funding. Marketing assistance may be in the form of paid advertising, printed materials, direct mail, electronic advertising and mail, distribution of printed materials or other types of marketing deemed appropriate by Visit Grand Junction. Supported events will not receive a cash award from Visit GJ. Visit Grand Junction shall have the final decision on the marketing assistance to be provided; will place advertising or contract with vendors for services; and will pay invoices directly to the media outlets or other vendors.

**PRINTING COSTS – IMPORTANT INFORMATION:** The City of Grand Junction has an exclusive contract with Peczuh Printing Event organizers are required to use the services of the City-approved contractor for all print projects approved for Special Events awards.

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Examples of types of special events marketing assistance Visit Grand Junction may provide:

- Listing on Colorado.com
- Resort/community newspaper advertising (i.e. *Vail Daily*, *Aspen Times*, *Glenwood Post Independent*, *Colorado Springs Gazette*, *The Villager*, etc.)
- Denver Post advertising
- Printing costs for flyers, rack cards, or posters (for distribution outside of Mesa County)
- Special interest publication advertising (i.e. *Competitor Magazine*, *AAA Encompass Magazine*, *Colorado Runner*, etc.)
- Online advertising on targeted websites (i.e. DenverPost.com, Active.com)
- Radio advertising (on stations outside of Mesa County)
- Facebook advertising
- Google ad words / pay-per-click advertising
- Press release distribution

Existing benefits to events:

- Online Calendar of Events listing on VisitGrandJunction.com website (over 400,000 unique visitors annually)
- Posts on VCB's social media sites (Facebook, Twitter, Instagram, etc.)
- Post flyers in Visitor Center
- Provide event details to visitors via phone and email
- Provide monthly detailed calendar of events to local media

*\*Other assistance for events and groups is available through Convention Services at Visit Grand Junction. Please contact us at 970-244-1480 for details on how Visit GJ can assist. Examples include: welcome packets to participants, assistance with a visitor information booth at your event, room blocks, site tours, information on the Grand Junction Event Task Force, and so much more.*