

Saguache County Tourism Council

Advertising Grant Application

Instructions: The Tourism Council offers grant support for advertising by organizations and groups that sponsor community events open to the public. The maximum grant is \$300. Please fill out this form completely and email it to atorrez@saguachecounty-co.gov, or return it to Saguache County Tourism Council, P. O. Box 100, Saguache, Co 81149. You may also drop it off in the Administrative Office of the Saguache County Court House. Grants are given on a first come first served basis until funds run out. All grants will be considered at the next Tourism Council meeting which is held on the second Thursday of each month. Please click the link below for the Grant Application.

Basic Information

Group or Organization Name _____

Event Name: _____ Date: _____

Short Description of Event:

Organization of check to be made out to _____

(The check cannot be made out to an individual person)

Contact Person Information

Name _____

Phone: _____ Email _____

Mailing Address: _____

Advertising Plan Details

Name(s) of advertiser(s) you plan to use _____

Cost of the ad(s) you want to run _____

For print ads provide text plus a simple sketch or an ad copy if you have it. For radio ads explain the ad content or provide the script. Use the space on the second page or attach a page if you need more room.

When you purchase advertising be sure you get and save a receipt or invoice. You will need to submit a copy of the ad and documentation of your expenditure to the Tourism Council to be eligible for future ad grants.

Add-On Door Prize Grant Program

Inclusion of Event into Door Prize Program Yes _____ No _____

Description: Saguache Tourism Association is offering an add-on to our existing grant program to support the collection of attendance information. This tourism grant is in the amount of \$150.00 and can be presented as a door prize or raffle for local events. A local event is established as a free event, open to the public, with documented advertisement outside and within the San Luis Valley. The local event must take data consisting of, but not limited to, the name and city/state of the attendee signing up for the raffle or door prize. All data will then be returned to the Saguache Tourism Council, where the winner will be chosen randomly from the list of attendees. The Event Holder can then contact the winner and offer the prize of \$150.

Alternatively, the drawing may take place at the time of the event and the \$150 reward offered at the event. A check for \$150 will be reimbursed to the Event Holder upon the receipt of the metrics information.