

# Mountain Home Advertising and Promotion Commission Event Advancement Program

## IV. Application

**Please fill out all information even if the answer is "Don't Know" or "Not Applicable". If you need to broaden any information, please attach additional materials you feel warranted.**

This application is being made by \_\_\_\_\_  
Organization

1. Event Title \_\_\_\_\_

2. Description of event and purpose of the event \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. Date of scheduled event \_\_\_\_\_ Rain Date \_\_\_\_\_

4. Location(s) of event \_\_\_\_\_

5. Contact Person or Event Chairman \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

6. Names of individuals on the event planning committee and their area of responsibility

Name	Title	Name	Title
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

7. Names of individuals on the Board of Directors and terms.

President \_\_\_\_\_

Vice-President \_\_\_\_\_

Secretary \_\_\_\_\_

Treasurer \_\_\_\_\_  
 \_\_\_\_\_

8. Type of request (please check one):  
Seed Funding \_\_\_\_\_ TV Advertising \_\_\_\_\_  
Print Advertising \_\_\_\_\_ Radio Advertising \_\_\_\_\_ Other \_\_\_\_\_

9. If requesting Seed funding, state dollar amount \$ \_\_\_\_\_

Give specific information regarding your request (i.e. cost of banners, T-shirts, stage)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. If TV, Print or Radio Advertising is requested, please list and explain all pertinent information (i.e. sizes, costs, length) and schedule of dates and/or times.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. What is the estimated total cost of the event? \_\_\_\_\_  
(attach fully itemized budget)

12. Is this a first-time event? \_\_\_\_\_

13. If not, has the Commission provide funding in the past? \_\_\_\_\_

14. What other funding sources are being sought?(i.e. grants, corporate sponsorships, etc)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15. List all revenue sources, pre-event and gate ticket sales, concession/vendors, registration fees, program fees, program ads, etc.:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

16. If this is an existing event, list the attendance for the past two-year and explain how that count was reached.

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17. If this is a first-time event, what is the projected attendance? \_\_\_\_\_  
On what is this projection based?

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18. Who is your target audience? \_\_\_\_\_

19. Is this event designed to profit Mountain Home primarily from spectators or participants?

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20. Will this event appeal to Mountain Home's current customers? \_\_\_\_\_

21. Will this event create new customers for Mountain Home? \_\_\_\_\_  
Briefly explain question 20 and 21

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22. Is the event planned to be an annual event? \_\_\_\_\_

23. Is the event designed to create overnight visits? \_\_\_\_\_

24. Are there similar events in other areas that can be used to gauge this event's potential? \_\_\_\_\_ Explain

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25. Do you have a marketing/public relations plan for promoting the event? \_\_\_\_\_  
If so, please explain

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26. List all planned activities (i.e. music, food, craft show, entertainment, etc) and/or attach you proposed schedule of events and rain dates

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27. Are there any charities and/or special interest groups benefiting from the proceeds of the event? If so, please list

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28. Add any other information that you believe helps justify the use of A&P funds on this event

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We, \_\_\_\_\_ (requesting organization) agree to release the Mountain Home Advertising and Promotion Commission, its Commissioners and employees, from liability associated with the organization and/or event for which funds are requested.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(Organization President/Chair/Official)

The Mountain Home Advertising and Promotion Commission reserves the right to require a presentation from the requesting organization when necessary. The Commission reserves the right to reject any and all requests.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(Requesting Organization)

We, \_\_\_\_\_ (requesting organization) have read and understand the policy for organization funding.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(Requesting Organization)

