

SPECIAL PROJECTS GRANT FUND



Santa Maria Valley
CHAMBER OF COMMERCE
& VISITOR AND CONVENTION BUREAU

Dear Event/Project Organizer,

Thank you for your interest in pursuing sponsorship opportunities with the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau!

Please know that the Bureau is here to answer any questions you may have in making your event the biggest success possible. The Special Projects Grant program was designed to garner your partnership in promoting the Santa Maria Valley to overnight visitors, which is our core responsibility to the City of Santa Maria.

The City Council of Santa Maria generously allocates funding to the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau to support the marketing efforts of the organizers of special events or projects that bring overnight visitors to our City.

In support of this mission, the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau invites Santa Maria-based organizations to apply for sponsorship monies through the Special Projects Grant program. With that in mind, please know that the aspects of the event/project that we are looking for include:

- Priority will be given to events during the off-season months of September 1 through May 30 (excluding holidays);
- Preference will be given to events held annually;
- Event/project must attract significant numbers of overnight visitors, giving the maximum return on investment to the City of Santa Maria;
- Organizers may request up to 50% of their marketing budget, with targeted efforts made outside of Santa Barbara and San Luis Obispo Counties;
- Organizers should include a well-developed marketing plan as well as defined uses for the promotional/advertising budget for the entire project/event;

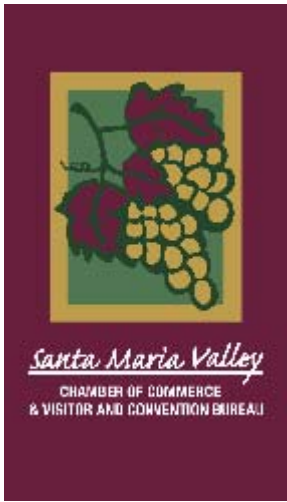
The Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau will be considered sponsors of your event/project and your sponsorship package should reflect any and all benefits and publicity we will receive for our partnership with you.

APPLICATION DEADLINES:

Friday, Nov. 7, 2008 - For events/projects held from January 2009 through June 2009

Friday, May 15, 2009 - For events/projects held from July 2009 through December 2009

Mail must be postmarked by the above dates -- No exceptions can be made for late applications. Please note that you can download the most current version of this application from the Chamber Benefits and Services page on www.santamaria.com. Please feel free to attach any additional support for the grant application. For more information, please call VCB Manager, Gina Keough at (805) 925-2403, ext. 814.



REQUIREMENTS

- Organization must be a member in good standing of the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau.
- Please apply separately for each event or project. Submit one original plus five (5) copies of the typed application ***Handwritten applications will not be accepted.***
- Recipients of funds will consider the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau to be sponsors of their event/project. Acknowledgement of our support is required from all recipients and supporting samples of this acknowledgement is requested after the event to maintain eligibility for future funding. Examples include:

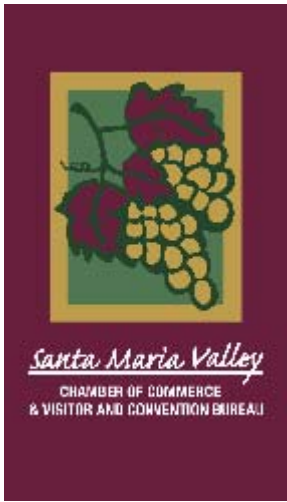
SMVCC logo included on printed materials; recognition in press releases, radio or TV spots; and/or tickets.

- ***All monies received through the Special Projects Grant must be used to promote the event to overnight visitors coming from outside of Santa Barbara and San Luis Obispo Counties. The main objective of the special projects grant program is to promote unique events which draw a large attendance from out of town, such as Los Angeles, San Francisco and the Central Valley, where traveling visitors will require overnight accommodations in the Santa Maria Valley.***

FOLLOW UP

After your event, all grant recipients must supply the Visitor and Convention Bureau with an itemized budget to indicate how the money was used for the event/project along with an update on how the event/project went. Compliance with this policy ensures eligibility to apply for sponsorship monies in the future.

Your follow-up package should include hard copies of any print advertising you placed; programs for your event; or radio spot schedules – to verify how the money was to attract overnight visitors to our area. Failure to include this information will render your application incomplete.



SPECIAL PROJECTS GRANT APPLICATION DEADLINES:

Friday, Nov. 7, 2008 - For January 2009-June 2009 events/projects

Friday, May 15, 2009 - For July 2009-December 2009 events/projects

Date of Application Submission: _____

Name of project/event:

Date(s) of project/event:

Hours of project/event:

Contact Name:

Title:

Organization:

Organization's web address:

Mailing Address:

Phone:

Fax:

Email:

Project Information

Project category (check one):

- Advertising Public Relations Brochure Video Collateral material Special Event
 Other: _____

A brief description of your event/project:

Please provide any additional information that applies to your event, project or program:

Location:

Admission:

Total # of expected spectators/participants:

Percentage of out-of-town* spectators/participants expected:

Average length of stay in Santa Maria:

Where will they stay?

* From outside Santa Barbara and San Luis Obispo Counties

