



Advertising Grant Application Criteria -2024-

Mission Statement:

Develop awareness and promote tourism opportunities for both visitors and residents to enjoy the unique assets of Albert Lea and Freeborn County.

Grant Funding Purpose:

- a. Funding will be granted to organizations/events to enhance the economic impact in Freeborn County with hotel stays, restaurants, gas, shopping and other activities.
- b. Enhance and attract visitors to our area.

Application:

Applications must be submitted 90 days before the event. A representative of your event/organization is requested to attend the CVB Board Meeting for a short presentation and review of the application. The Board will vote on the funds and the CVB Director will contact you.

CVB Logo/Sponsor:

The CVB Logo to appear on advertising and promotion of the event.

Payment and Reimbursement:

Organizations will provide invoices to Albert Lea Convention & Visitors Bureau to be reimbursed. Funds will be disbursed for promotion of the event. All invoices **must** be submitted for payment by December 31 of the calendar year to receive reimbursement.

Summary Report:

Please provide the board with a summary of how many people were involved, hotel rooms sold, perceived economic impact and any other information you think may be of interest.

Return or email applications to:

Holly Babcock, Executive Director

132 N. Broadway Ave

Albert Lea, MN 56007

holly@explorealbertlea.com

CVB ADVERTISING GRANT APPLICATION



CONTACT INFORMATION

Event Representative Name: _____
 Address: _____
 Phone Number of Event Representative: _____
 Who Should Grant Checks Be Written To? _____

EVENT INFORMATION

Name & Brief Description of Event: _____
 Date & Time of Event: _____
 Location & Address of Event: _____

HISTORY

Has the CVB participated in your event in the past? Y/N
 Amount the CVB donated in the past with year: \$ _____
 Year _____ Last Year's Attendance, if Recurring Event? _____

REQUEST INFORMATION

Amount you are requesting: \$ _____

All monies donated from the CVB must be used on advertising & Promotion of the event listed above **Any funds granted for events must include the CVB Logo on the promo/advertising materials.**

Please List Your Itemized Marketing Budget Below:

Advertising/Marketing (Please include type also: print/internet/ect)	Amount

Expected Attendance: _____
 Sponsorship Totals for This Year: \$ _____
 Last Year's Sponsorship Total's for Last Year, if Recurring Event? \$ _____

HOTEL OCCUPANCY INFORMATION

If Recurring Event, Number of Occupied Rooms Last Year? _____
 Number of Occupied Rooms Expected for This Event? _____