

Albert Lea CVB Advertising Grant Guidelines – 2026

The Albert Lea Convention & Visitors Bureau (CVB) Advertising Grant supports events and projects that drive tourism to Albert Lea and Freeborn County. Funding is available to both nonprofit and for-profit organizations when the primary purpose is to attract visitors and generate economic impact in our community.

Basic Eligibility

- Event or project must take place in Albert Lea or Freeborn County.
- Event must be open to the general public.
- Applicant may be a nonprofit or for-profit organization.
- Project must have a clear tourism focus (out-of-town visitors, overnight stays, visitor spending, etc.).

Funding Limits

- Maximum grant request per event: \$2,000.
- Actual award amounts may be less than the amount requested, based on available funds and projected tourism impact.

What the Grant Can Fund

- Advertising and promotion directly tied to the event or project, including:
 - Print, radio, TV, digital, and social media ads
 - Website and online listings
 - Posters, flyers, and brochures
- All funds awarded must be used only for advertising and promotion of the event listed on the application.

What the Grant Cannot Fund

- Entertainment, talent fees, speaker fees, or honorariums
- Event operations (staff, security, rentals, supplies, prizes, etc.)
- Capital improvements, equipment purchases, or building/infrastructure costs
- Debt reduction or general organizational operating expenses

Application and Review Process

- Applications must be submitted at least 90 days prior to the event date.
- A representative is requested to attend a CVB Board meeting to briefly present the event and answer questions.
- The CVB Board reviews each application and makes all funding decisions.
- Submission of an application does not guarantee funding.

Funding, Recognition, and Payment

- All advertising funded by this grant must include the Albert Lea CVB logo and/or recognition as a sponsor.
- Grants are reimbursed based on paid invoices for eligible advertising expenses.
- All invoices must be submitted to the CVB by December 31 of the calendar year to receive reimbursement.

Post-Event Reporting

- A brief summary report is required after the event, including:
 - Estimated total attendance
 - Estimated number of out-of-town attendees
 - Estimated hotel rooms generated (if applicable)
 - Any notable economic or community impacts
- Future funding decisions may take into account the results and follow-through from previous grants.

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 Totals 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? _____