POCAHONTAS COUNTY CONVENTION & VISITORS BUREAU
Event Marketing Grant Application

Recipients of PCCVB grants must agree to all terms outlined in the written grant policies.

SECTION I: APPLICANT INFORMATION

Business/Organization: _____

Contact Person: _____

Address: _____

Telephone: _____

Email: _____

Website: _____

Social Media: _____

SECTION II: EVENT INFORMATION

Event Name: _____

Event Date(s): _____

Please provide detailed description of event:

How will this event benefit tourism and how is it expected to contribute to overnight stays?

Estimated total attendance *(including residents and visitors):* _____

SECTION III: BUDGET

Total estimated event budget: _____

PCCVB Event Marketing Grant Request: _____

Would you like the PCCVB to mail your events brochures/rack cards to the WV State Visitor Centers?
( ) Yes ( ) No

Would you like the PCCVB to support your event promotion through press releases?
( ) Yes ( ) No

Have you or do you plan to request additional funds from another county organization for this event?
( ) Yes ( ) No

If yes, please provide more information about the request(s) below:

Organization Awarding Funds Amount Received/Requested ($)

1.
2.
3.

Have you request grant funding from the PCCVB before?
( ) Yes ( ) No

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SECTION IV: INSURANCE INFORMATION

Do you or does your event carry liability insurance coverage for this event? _____
**Please provide a copy of the insurance certificate with this application.*

Name of Insurance Agent: _____

Name of Insurance Company: _____

Insurance Agent Telephone Number: _____

SECTION V: AGREEMENT

- The contact person or representative must present the request in person at the PCCVB Event Marketing Grant Committee meeting (date/time will be provided) for the first year of this grant request. The Event Marketing Grant Committee meets quarterly in January, April, July and October. Please contact the event grants coordinator, Linda Adams, ladams@pocahontascountywv.com, if you have any questions.
- This application must be completed and returned to the PCCVB Event Marketing Grant Coordinator at least two weeks prior to the quarterly meeting.
- The PCCVB reserves the right to reject all grant funding requests.
- The recipient must provide the PCCVB with the Summary Report and final breakdown of how the grant funds were expended within 60 days of the conclusion of the event.
- Any funds distributed to the grant recipient in advance that were unused or misused must be repaid to the PCCVB within 60 days of the conclusion of the event.
- The PCCVB reserves the right to pursue all available avenues pursuant of West Virginia state laws to recover these funds.
- The event/grant contact person agrees to make the PCCVB a Facebook Event co-host. The PCCVB will assist you in creating a Facebook event, if needed.

The undersigned agrees to these stated conditions and the written event marketing grant policy.

Signature of Contact Person: _____

Date: _____

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EVENT MARKETING GRANT REQUEST: MEDIA BREAKDOWN

85% of funds must reach audiences beyond 50 miles of event location

EXAMPLE				
Name of Publication	Target Audience	Issue Date	Number & Ad Specs	Cost
Charleston Gazette	Charleston/Metro Valley	Sunday edition, August 23 & 30	2 ads; 3Col X 4"	$500.00

Print Publications				
Name of Publication	Target Audience	Issue Date	Number/Size of ads	Cost
		Radio Advertising		
Name of Station	Target Market	Quantity	Specifications	Cost
		Printing Expenses		
Description	Target Market Distribution Plan	Quantity	Size/specifications	Cost
		Digital/Social Marketing		
Description	Target Market	Schedule	Specifications	Cost
	*Must be giveaways	Promotional Items	*no more than 15% of this grant budget	
Description	Logo placement/size	# of giveaway items	Date artwork approved by CVB	Cost
		CVB Event Brochure Distribution Option	$50 postage fee for this optional Service	$
			TOTAL COST of Grant Funds requested	**$**

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EVENT CALENDAR LISTING FORM

Required at the time of grant application.

The PCCVB will list your event on our web calendar at PocahontasCountyWV.com and the West Virginia Department of Tourism's statewide event calendar.

Title of Event: _____

Stat Date/Time: _____

End Date/Time: _____

Event Location & Physical Address: _____

Directions to Event:

Event description for website:

If an annual event, tentative event dates for next year: _____

*Please attach these files to your application, or email them to Trisha Barb at tbarb@pocahontascountywv.com photos, videos, schedule of events, vendor forms, etc.

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EVENT PRESS RELEASE SUPPORT

Required at the time of grant application.

The PCCVB will assist with event and festival public relations. Please provide the following information to be included in the press release sent to local and regional media contacts.

Title of Event: _____

Stat Date/Time: _____

End Date/Time: _____

Event Location & Physical Address: _____

Event Website: _____

Event Social Media Pages: _____

Ticketing or Registration Information (if applicable):

How would you describe your event to someone who has never attended? Please share what the event offers and what makes it unique.

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Is this a new or returning event? If returning, when did it begin, and is there any history or tradition worth highlighting?

What are the top three highlights, activities, or experiences visitors can expect? Please include any new features or special additions planned for this year.

What inspired this event, or is there an interesting story, tradition, milestone, or local connection that would be worth sharing with the media?

How does your event connect with or support Pocahontas County? Consider local businesses, community organizations, Appalachian culture, charitable causes, or other partnerships.

What makes your event worth traveling to Pocahontas County for? What do you hope visitors will experience or take away from attending?

Are there any important details visitors should know before attending, such as parking, accessibility, family-friendly activities, pet policies, admission requirements or other considerations?

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In your own words, what are you most excited about for this year's event, and what would you like potential visitors to know? This response may be used to develop a quote for the press release. Please include your name, title and organization.

Is there anything else about your event that you would like the PCCVB to know or consider including in the press release?

*Please provide event photos, logos, or any other relevant promotional materials that may be used by the PCCVB and media. Include any required photo credits or usage restrictions. Photos, locals and other information may be sent to Trisha Barb, tbarb@pocahontascountywv.com

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