



2021 COOPERATIVE MARKETING GRANT GUIDELINES

Application Deadline: December 1st, 2020

131 South Juliana Street Bedford, PA 15522

Phone: (814) 623-1771 Fax: (814) 623-1671

PURPOSE: The Cooperative Marketing Program is offered by the Bedford County Visitors Bureau to provide a funding source to help promote non-profit attractions and non-profit events in Bedford County. The purpose of this program is to help these non-profit attractions attract visitors from outside of Bedford County.

INFORMATION ABOUT APPLYING FOR THE PROGRAM

- WHO IS ELIGIBLE?

Non-profit attractions and non-profit events within Bedford County may apply.

- WHAT ACTIVITIES ARE ELIGIBLE?

Many advertising and printing activities are eligible for cooperative marketing funds for up to 50% of the project cost.

Advertising Requirements: The ad must target an audience outside Bedford County and must include the Visitors Bureau logo/tag line. Membership fees are not considered advertising. Membership listings can't be in the ad.

Printing Requirements: The printing must be promotional info for an activity or event. Promotional items (mugs, hats, magnets) will not be eligible. If printed materials include no other advertising or membership lists, the applicant may apply for up to 50% of the cost of the piece. The printed piece must include the Visitors Bureau logo or tag line. Printed materials that include paid advertising, paid listings or membership listings will not receive matching funds. Ads in the Bedford County Visitors Guide are not eligible.

- WHEN ARE APPLICATIONS DUE?

For a project scheduled during calendar year 2021, the application must be submitted by the **Deadline: December 1st, 2020.**

- WHERE SHOULD APPLICATIONS BE SENT?

Completed applications should be sent to the Bedford County Visitors Bureau, 131 South Juliana St, Bedford, PA 15522.

- HOW MUCH CAN BE REQUESTED?

Up to 50% of the cost of one or more eligible projects.

The grant TOTAL a group may receive for 2021 is \$5,000.

AFTER YOU APPLY

The Grant Committee will determine if cooperative marketing program dollars will be distributed to your project.

The fact that any group applies to receive matching funds does not guarantee that the group will receive any or all of the requested funding. The committee will review your request for funding before December 30, 2020, considering:

1. The potential to draw visitors from outside Bedford County and the long-term record of the group / agency requesting funds.
2. The perceived value and effectiveness of the advertising / printing requested.

- Applicants will be notified by December 31, 2020 what amount has been approved and for what specific projects.

AFTER YOUR PROJECT IS APPROVED

Include the logo (available for download at: <http://www.visitbedfordcounty.com/grant>) in your printed piece ... or ...

Include the tag line in your radio advertisement: "Promotion in cooperation with the Bedford County Visitors Bureau"

HOW TO REQUEST YOUR MATCHING FUNDS MONEY

Matching funds will be provided to the applicant in the form of a reimbursement.

To receive the reimbursement:

1. Upon completion of the advertisement or printing project, provide an advertising proof or a copy of the printed piece to the Visitors Bureau. The ad proof must include a clearly discernable logo / tag line.
2. Provide proof of payment-in-full (cancelled check) for the project along with a copy of the invoice.

Reimbursement payment will be made after ad/print proof, invoice copy and payment proof are received.

Tina Pittman

Office manager

Bedford County Visitors Bureau