



## **2024-2025 GMCCI MARKETING AND EVENT GRANT APPLICATION**

The Greater Muscatine Chamber of Commerce & Industry (GMCCI) is offering reimbursable event grants toward community events and marketing of events taking place in Muscatine.

Priority funding is given to events that will attract visitors from outside of Muscatine that will result in overnight stays.

**Applications MUST be received at least 45 days prior to your intended project.** Requests from both for-profit and nonprofit groups are welcomed, with the exception of political or religious projects.

**Approved applicants will be expected to track and document visitor attendance, hotel usage, and marketing data whenever possible.**

**Approved applicants must submit the completed evaluation form within 30 days post event to receive funding.** After 30 days the applicant forfeits the funding and GMCCI reserves the right to regrant the funds. Grant funding is made available in the form of reimbursement.

**Grant recipients will be required to have a pre-event meeting with GMCCI at least 30 days before the event to discuss event and marketing details.**

All projects must contain the Visit Muscatine logo and utilize the tagline “This project sponsored in part by Visit Muscatine” when applicable. Digital art will be supplied upon request.

GMCCI reserves the right to accept or reject any and all grant applications and to grant final acceptance as determined by GMCCI in its sole discretion. GMCCI will be the sole judge of whether a grant meets the required criteria and will be reviewed by the Tourism & Hospitality Committee.

**Applications must be submitted via email to:**

Dena Ferreira: [dferreira@muscatine.com](mailto:dferreira@muscatine.com)  
Director of Marketing & Events  
Greater Muscatine Chamber of Commerce and Industry  
208 W. 2<sup>nd</sup> Street, Suite 201  
Muscatine, IA 52761

## EVENT INFORMATION

Event Name:

Event Date(s):

Organization:

Contact Name:

Title:

Email:

Phone:

Address (City/State/Zip):

Website:

FEIN #:

Have you held this event before?  Yes  No

If yes:

- When was the event held:
- What was the attendance?
- Please list any changes or improvements from previous years:

Will this be an annual event?  Yes  No

Do you anticipate growing this event in the future?

If yes, please explain:

### **Please select the grant you are applying for:**

**MARKETING GRANT:** Up to \$1,000 toward KWQC DIGITAL MARKETING to be used for event promotion outside of Muscatine. If approved, GMCCI will pay KWQC directly.

**EVENT PRODUCTION GRANT/SPONSORSHIP:** Based on estimated attendance, approximate hotel stays, length of event, anticipated tourism spending, production costs, and available grant funding. Minimum attendance of 500 participants is required to be eligible for grants over \$3,000.

**CONFERENCE SPONSORSHIP:** Up to \$1,000 for conferences resulting in overnight stays. GMCCI and Visit Muscatine recognition required.

## **FUNDING AND BUDGET**

Event Name:

Event description:

Amount Requested:

Please list other funding sources, including amounts:

Total budget for this event:

## **MARKETING STRATEGY**

Outline of the marketing plan and strategy:

Event organizer's social media following:

Event organizer's email contact list count:

Please list additional partners and their social media following and/or contacts counts:

## **PARTICIPANT PROFILE**

Number of expected visitors and/or participants:

Average length of stay:

Anticipated home location of participants:

Method of tracking number, length of stay, and home location of participants:

Will any of your participants to spend the night in Muscatine?

If yes, please answer:

Number of expected hotel nights:

Have you contacted Muscatine hotels and confirmed availability? (Not required but recommended for large groups)

## **COMMUNITY EVENT GRANT/SPONSORSHIP DETAILS**

**(Do not complete for Marketing Grant)**

Community Event Grants/Sponsorships are available on a tiered basis for up to \$5,000. Priority is given to events that will improve quality of life and expenses that will enhance the event. Grant funding may include marketing partnership with KWQC towards marketing the event outside Muscatine.

Are there other community events on the same date?  Yes  No

If yes, please list:

How will GMCCI/Visit Muscatine be recognized?

How is this event being marketed outside of Muscatine County?

What expenses will the grant funds cover?

Items eligible for reimbursement:

- Marketing & Print Advertising
- Signage
- Activity Sponsors
- Entertainers
- Professional Event photographers
- Items to help enhance the event

How will the funds provided enhance your event?

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## **ACKNOWLEDGEMENT**

I acknowledge that I have read and understand the application materials and requirements as noted in the application process, including:

- Grant recipients are required to have a pre-event meeting with GMCCI at least 30 days prior to the event to discuss event and marketing details.
- Approved applicants will be expected to track and document visitor attendance, hotel usage, and marketing data whenever possible.
- Approved applicants must submit the completed evaluation form within 30 days post event to receive funding. After 30 days the applicant forfeits the funding and GMCCI reserves the right to re-grant the funds.

Authorized Signer: