

# Starkville CVB Sponsorship Program APPLICATION

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Please follow the Starkville Convention and Visitors Bureau Sponsorship Program Guidelines to complete the application. A separate application is required for each project.

**Deadline: Friday, July 16<sup>th</sup> by 5 p.m.**

Please type or print neatly.

**Applicant Organization**\_\_\_\_\_

**E-mail Address**\_\_\_\_\_

**Mailing Address**\_\_\_\_\_

\_\_\_\_\_

**Telephone Number**\_\_\_\_\_

**Project Director**\_\_\_\_\_

**Project Name**\_\_\_\_\_

**Date(s) of Project**\_\_\_\_\_

Month/Year

**Project work begins**\_\_\_\_\_ **Project will be complete**\_\_\_\_\_

month/year

month/year

**Tourism Grant Funds Requested**                      \$\_\_\_\_\_

**Application Organization Funds Provided**                      \$\_\_\_\_\_

**Total Project Budget**    \$\_\_\_\_\_

**I. Provide a project description.**

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**II. Identify the project's target audience and potential for economic return.**

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**III. Outline the project's marketing plan.**

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**IV. Identify methods for tracking and measuring the project's success, if any.**

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**V. Itemize a project budget.**

**1. Paid Media**

Newspaper advertisements \$\_\_\_\_\_

Magazine advertisements \$\_\_\_\_\_

Radio spots \$\_\_\_\_\_

Television advertisements \$\_\_\_\_\_

Billboard advertisements \$\_\_\_\_\_

Agency fees \$\_\_\_\_\_

**TOTAL Paid Media** \$\_\_\_\_\_

**2. Printed Materials**

Printing \$\_\_\_\_\_

Postage \$\_\_\_\_\_

Agency fees \$\_\_\_\_\_

**TOTAL Printed Materials** \$\_\_\_\_\_

**3. Event Production**

Entertainment \$\_\_\_\_\_

Other\_\_\_\_\_ \$\_\_\_\_\_

**TOTAL Event Production** \$\_\_\_\_\_

**4. Attraction Development**

Historical Markers \$\_\_\_\_\_

Other\_\_\_\_\_ \$\_\_\_\_\_

**TOTAL Attraction Development** \$\_\_\_\_\_

**TOTAL BUDGET (total of 1-4)** \$\_\_\_\_\_

All information supplied for this application is true and correct. I understand the Starkville CVB Sponsorship Guidelines and will be responsible for the project's compliance therein.

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Project Director's Signature

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Date

Please return completed packet to:

Starkville Convention & Visitors Bureau  
Attn: Jennifer Gregory, Vice President for Tourism Development  
200 East Main Street  
Starkville, MS 39759