



Otoe County Visitors Committee

P.O. Box 249
Nebraska City, NE 68410

Marketing Funds Request Form

The purpose of the Otoe County Visitors Committee is to advise the Otoe County Board of Commissioners in administering the Otoe County Visitors' Promotion Fund which proceeds shall be used generally to promote, encourage, and attract visitors to come to Otoe County, Nebraska and use the travel and tourism facilities within Otoe County.

As funds are made available through a percentage of lodging tax dollars collected in Otoe County, we ask that requesting organizations meet and adhere to the criteria listed below to promote Otoe County and our travel and tourism facilities. There are two funds request categories: 1) Promotion of an Event and 2) General Marketing.

Instructions: Fill this form out in its entirety and submit by email to otoecountyvisitorscommittee@yahoo.com or through US mail to **OCVC at P.O. Box 249, Nebraska City, NE 68410** or you will be scheduled to present to the OCVC Board. If you have questions, please email OCVC at otoecountyvisitorscommittee@yahoo.com or contact an OCVC board member.

Requests for monies > \$5000 must be submitted within 90 days of date funds are needed.

Complete the Marketing & Events Funds Request Form attached.

- A. Description of Event or Marketing: Describe event or project. If an event, who is the audience you hope to attract? How will the event be marketed? Is this a new event or are you expanding a current event? If a project, who is involved? Who is the target market and how will they be reached? How will it boost tourism in Otoe County?
- B. Complete a budget worksheet specifically listing the project activities that the monies will be used for. Identify radio and TV stations by location and call letter (for example, KETV, Omaha). Include coverage-area maps for all media buys. Be sure to include information that shows their audience and reach, and why this target market was chosen.
- C. By receiving funds, you agree to include **"Funded in part by the Otoe County Visitors Committee"** on all materials developed as a result of receiving approved funds. You also agree to provide OCVC examples of marketing materials, such as tear sheets, fliers, an itemized list of where funds were used, and receipts.

Once your project is complete, fill out a Post-Function Report on use of the OCVC Funds within 45 days following the event or completion of your advertising campaign. (You will receive an OCVC Post- Function report if your request is approved).



Otoe County Visitors Committee
Marketing & Event Funds Request Form

Date of Request:
Name of Marketing Request Project:
Name of Sponsoring Organization/Community:
Contact Person/Title:
Mailing Address:
City: State: Zip:
Phone: Fax:
E-mail: Web Site:
Amount Requested \$ Date funds needed:
Category (check one): Promotion of Event General Marketing
Date of Event: Estimated Attendance:

- A. Description of Event or Marketing:
B. Description of what Funds will be used for (may attach worksheet if needed):

Marketing and Promotional Opportunities (Please mark all you plan to utilize to advertise your event)

- Flier Newsletters (please name:)
Poster Radio Advertising
Signage - temporary Radio Show
Newspaper Advertising Website Advertising
Social Media E-blasts/E-newsletters
Lodging Package Developed and Promoted with Otoe County lodging facility
(please name facilities:)

Other local contributors and/or contributions that will be made or provided (dollars and/or donations, volunteers and/or volunteer hours):

** In the event the request is approved, please complete the following information regarding payment.

Name of person/organization payment/check should be addressed & mailed to:

Street Address City State Zip Code

Signature of Applicant: Date:

Mail to: Otoe County Visitors Committee, P.O. Box 249, Nebraska City, NE 68410 or submit by email @
otoecountyvisitorscommittee@yahoo.com

Reminder - "Funded in part by the Otoe County Visitors Committee" to be included on all materials developed as a result of receiving approved funds.

Date request received: Date request reviewed by OCVC:

Request is: Approved Denied (Approved with Conditions - see below)

Amount to be distributed: \$ Distribution Date (actual payment):

Comments or conditions:

Signature of OCVC Representative: Date: